

FIG. 1

FIRST ILLUSTRATIVE EMBODIMENT

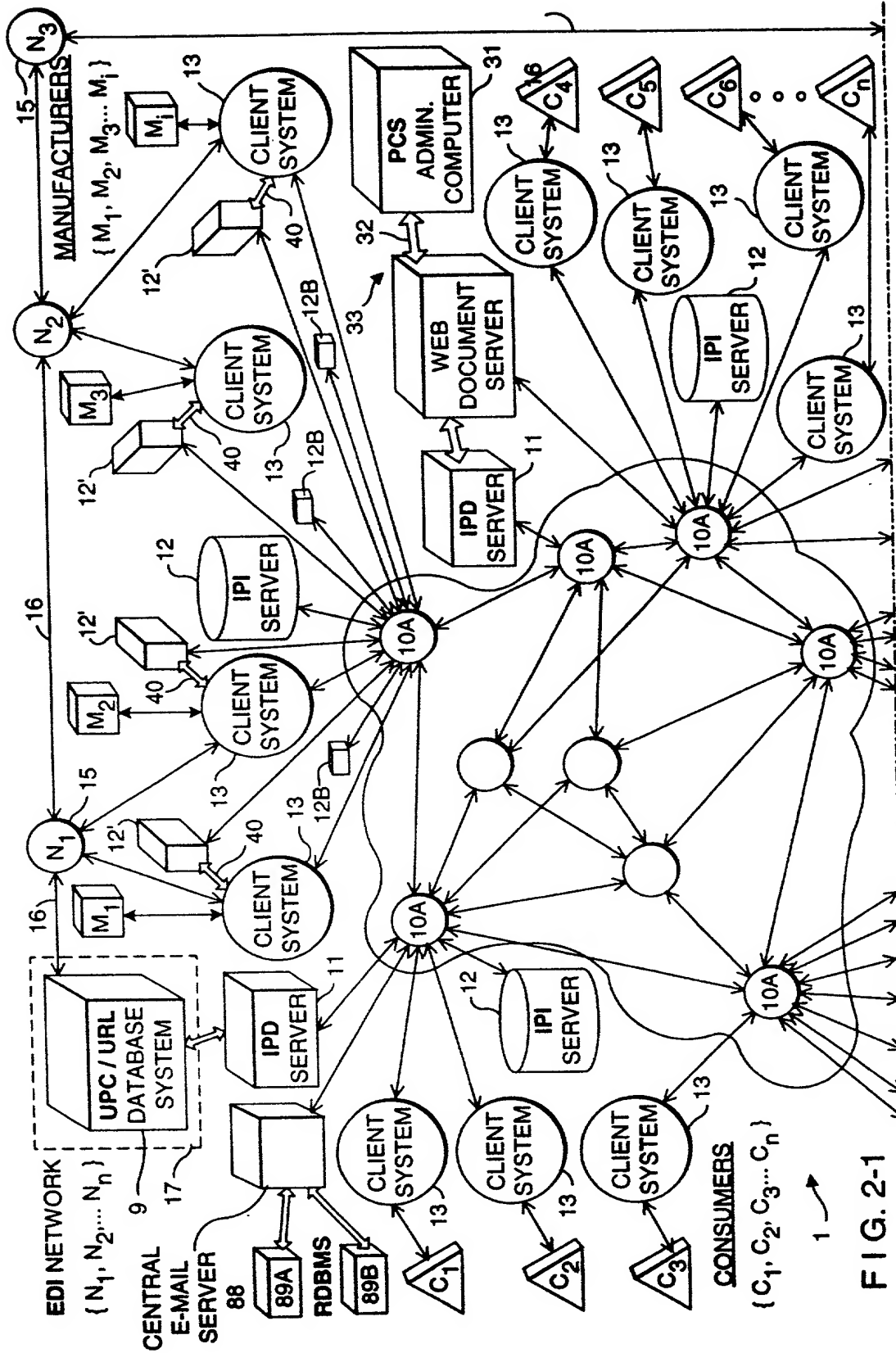


FIG. 2-1

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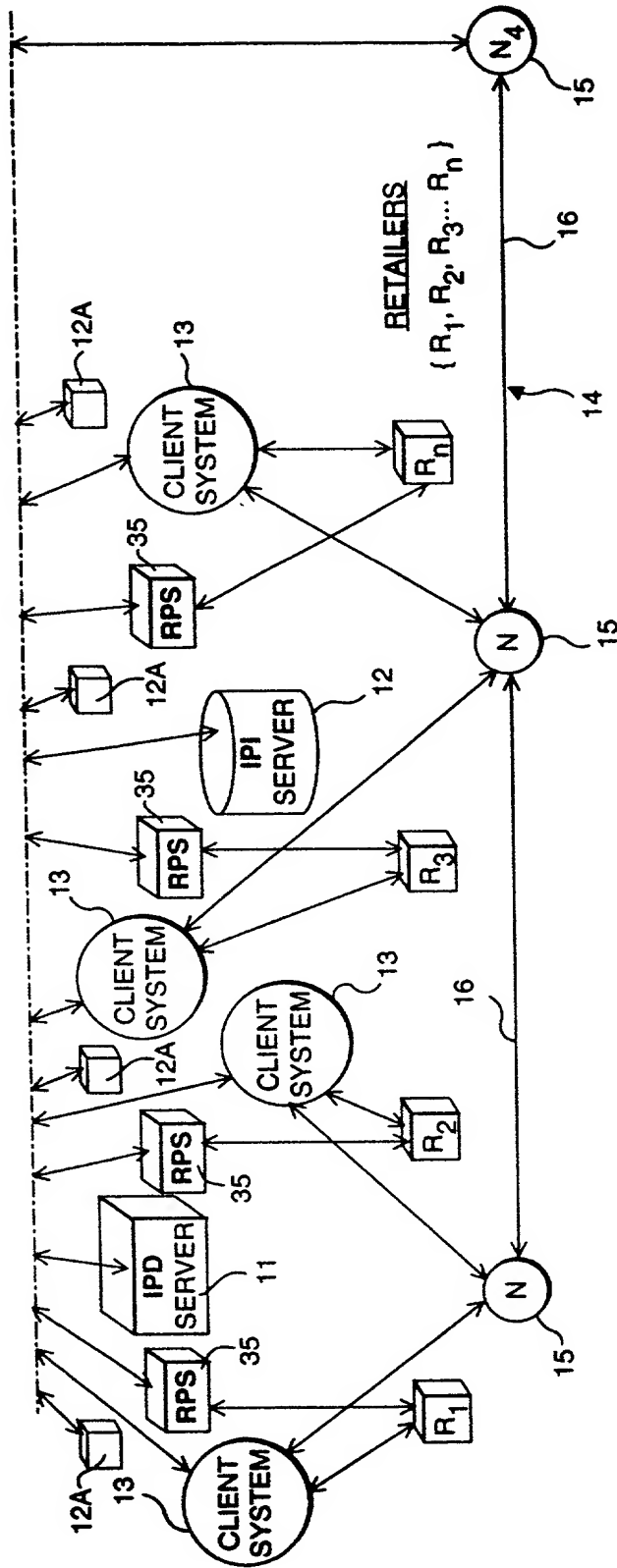


FIG. 2-2

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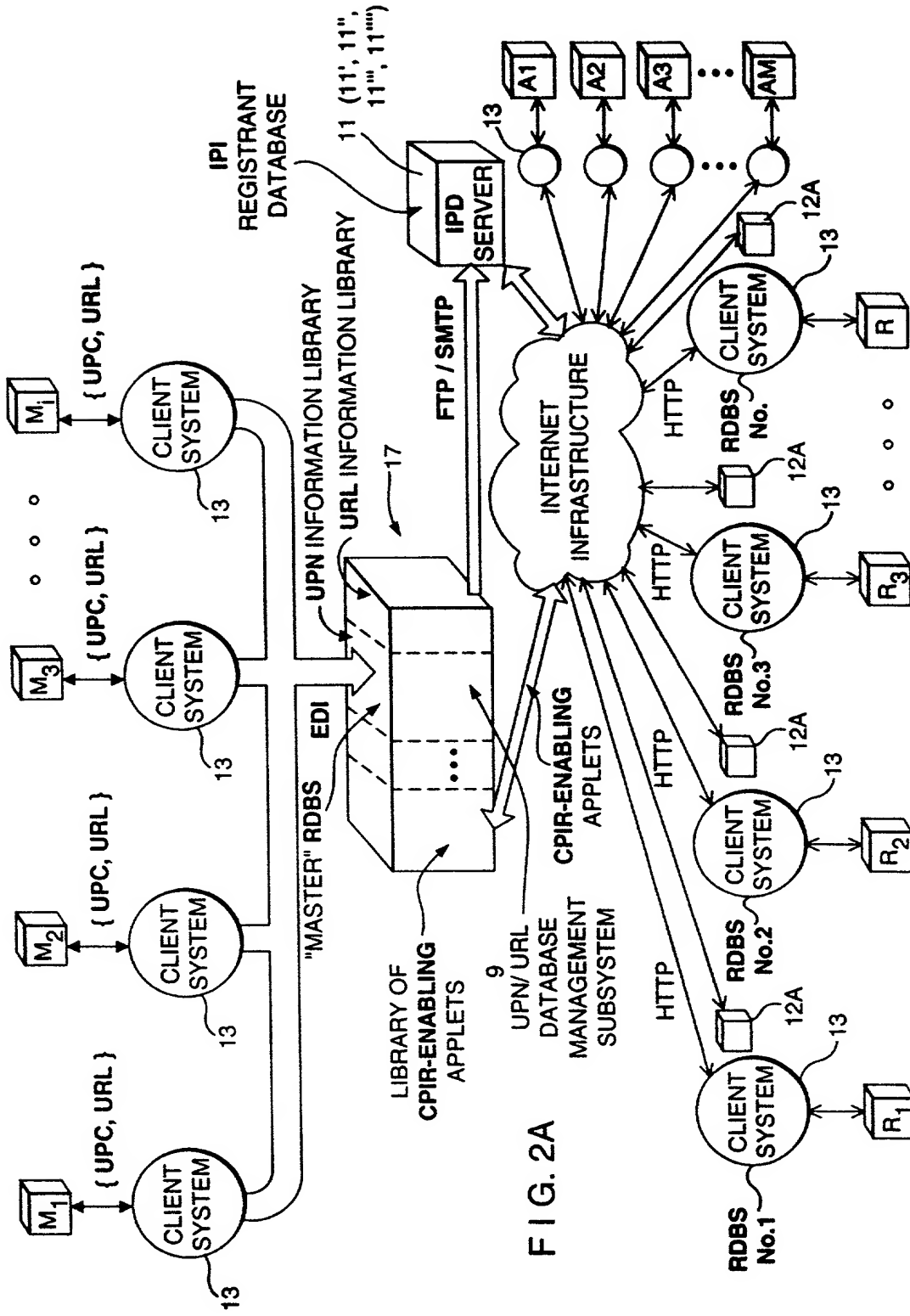
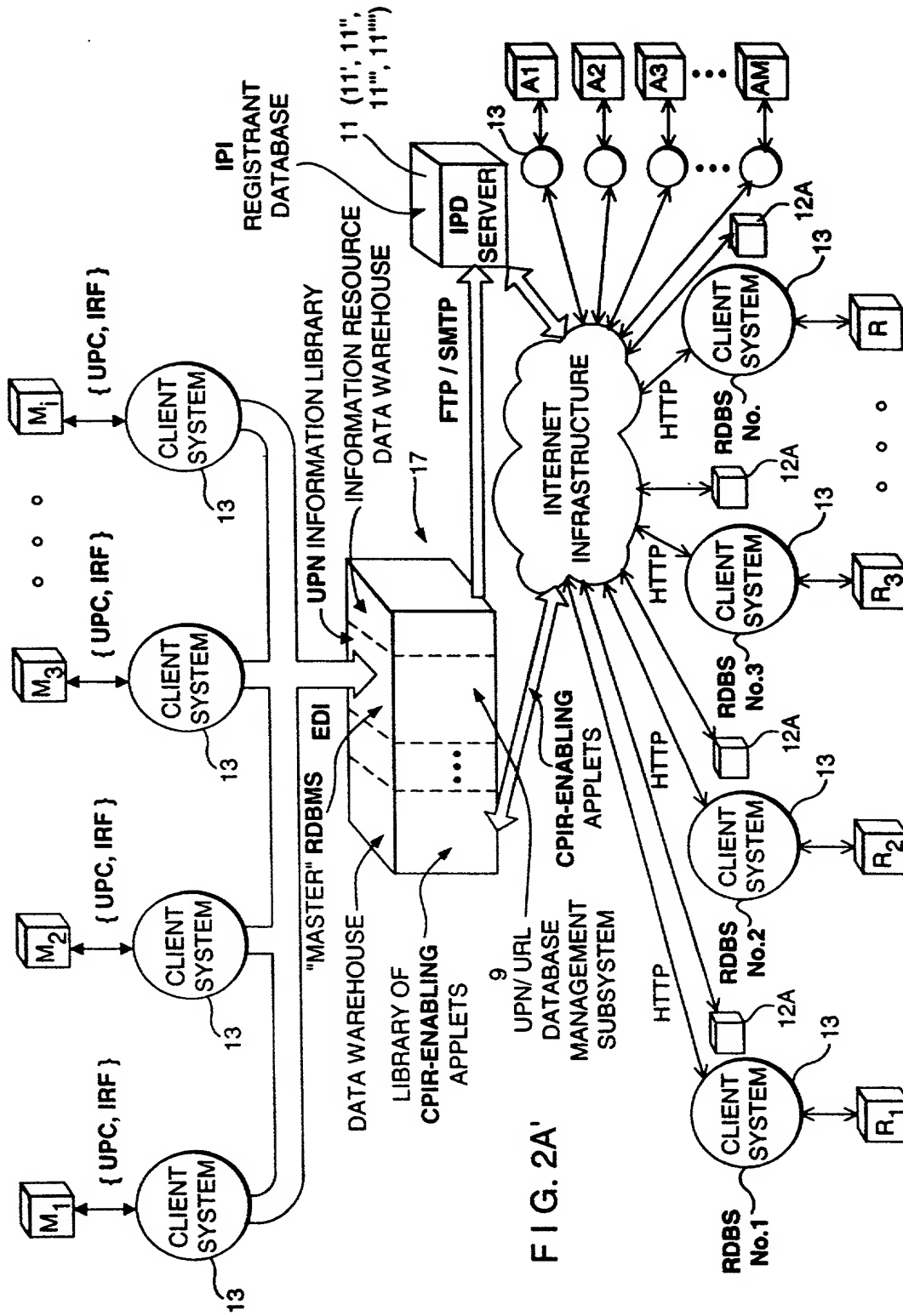


FIG. 2A

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

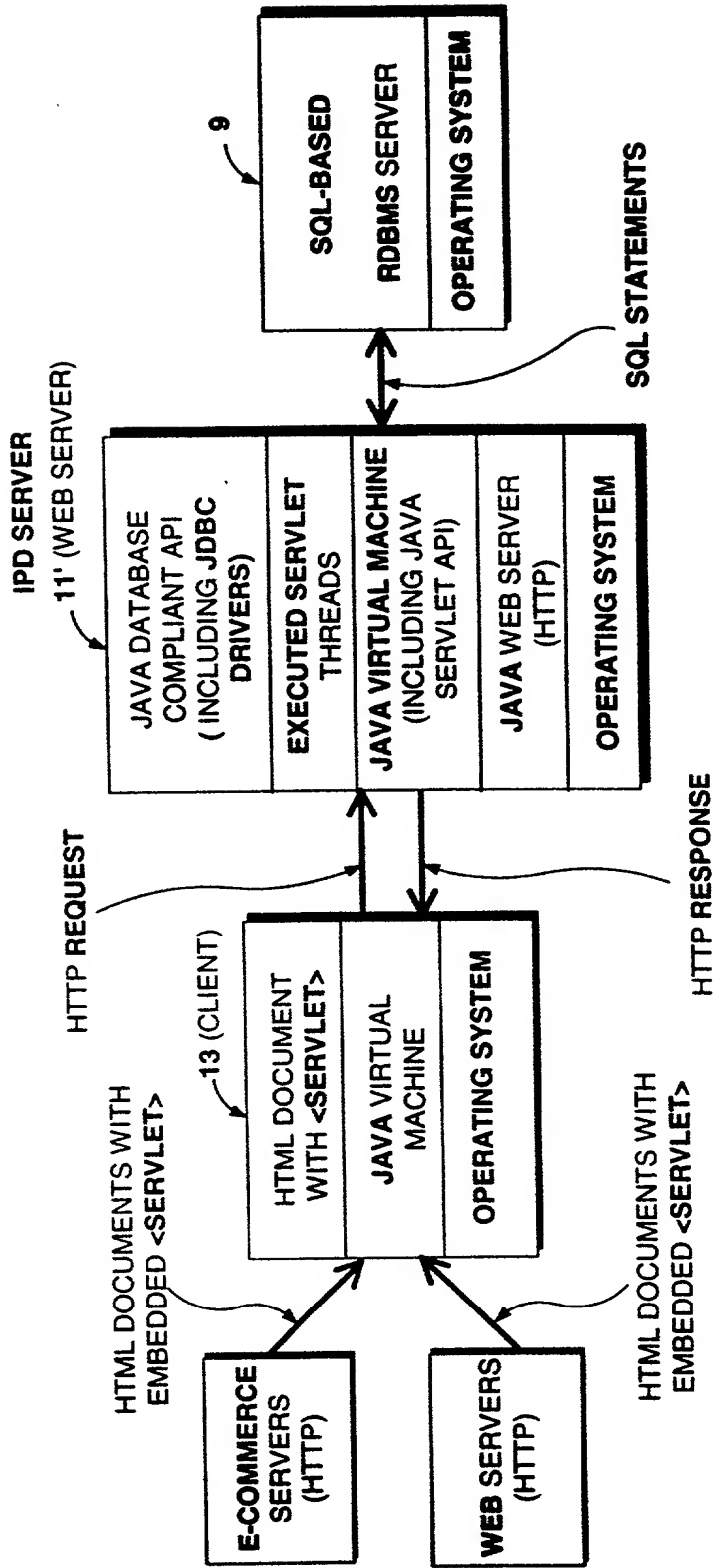


FIG. 2B1

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING **CLIENT-SIDE APPLETS** EMBEDDED IN HTML DOCUMENTS AND **CGIs**

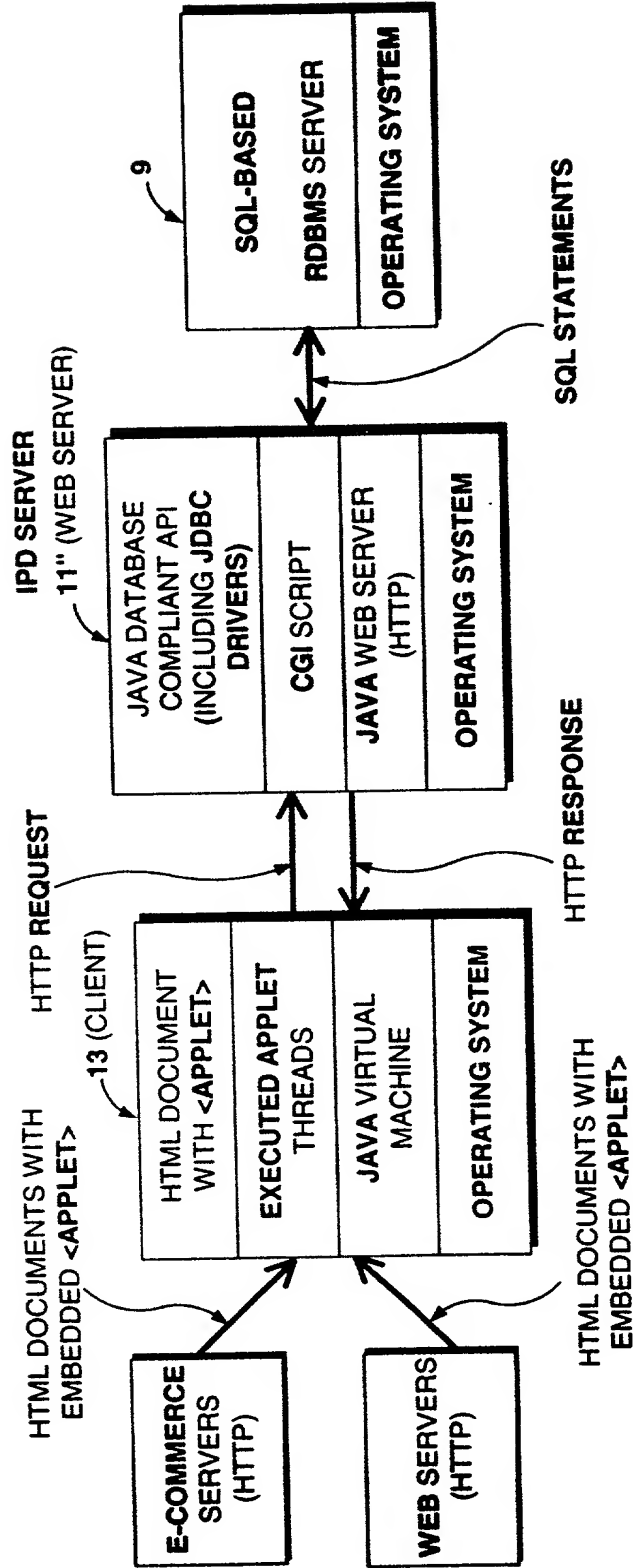


FIG. 2B2

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

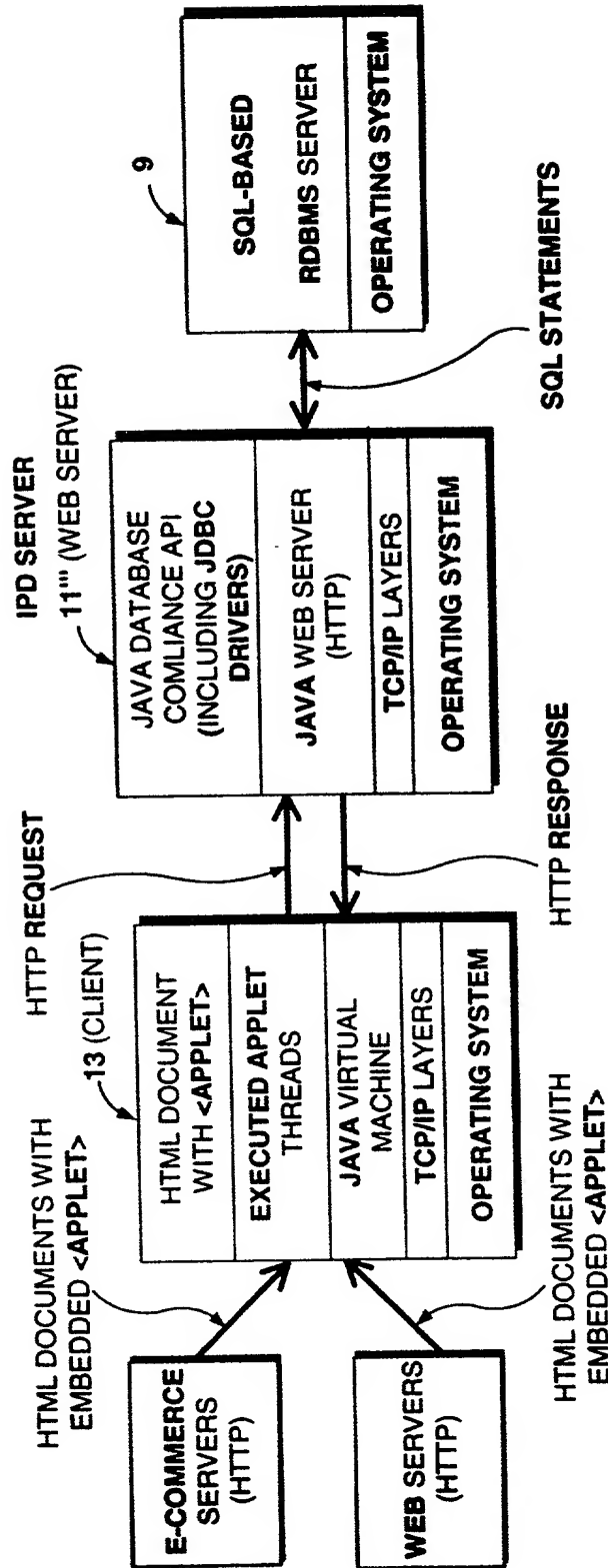


FIG. 2B3

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

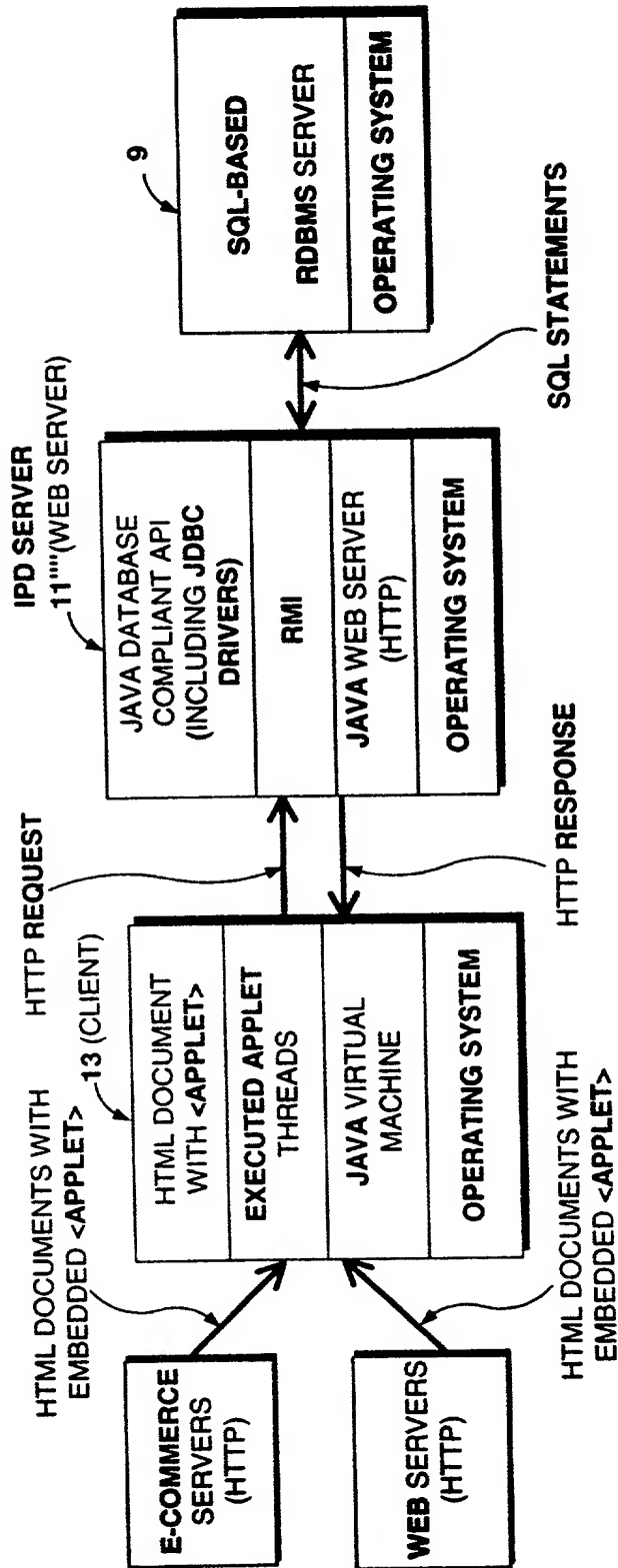


FIG. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPCURL MANAGEMENT OVER A LAN OR WAN

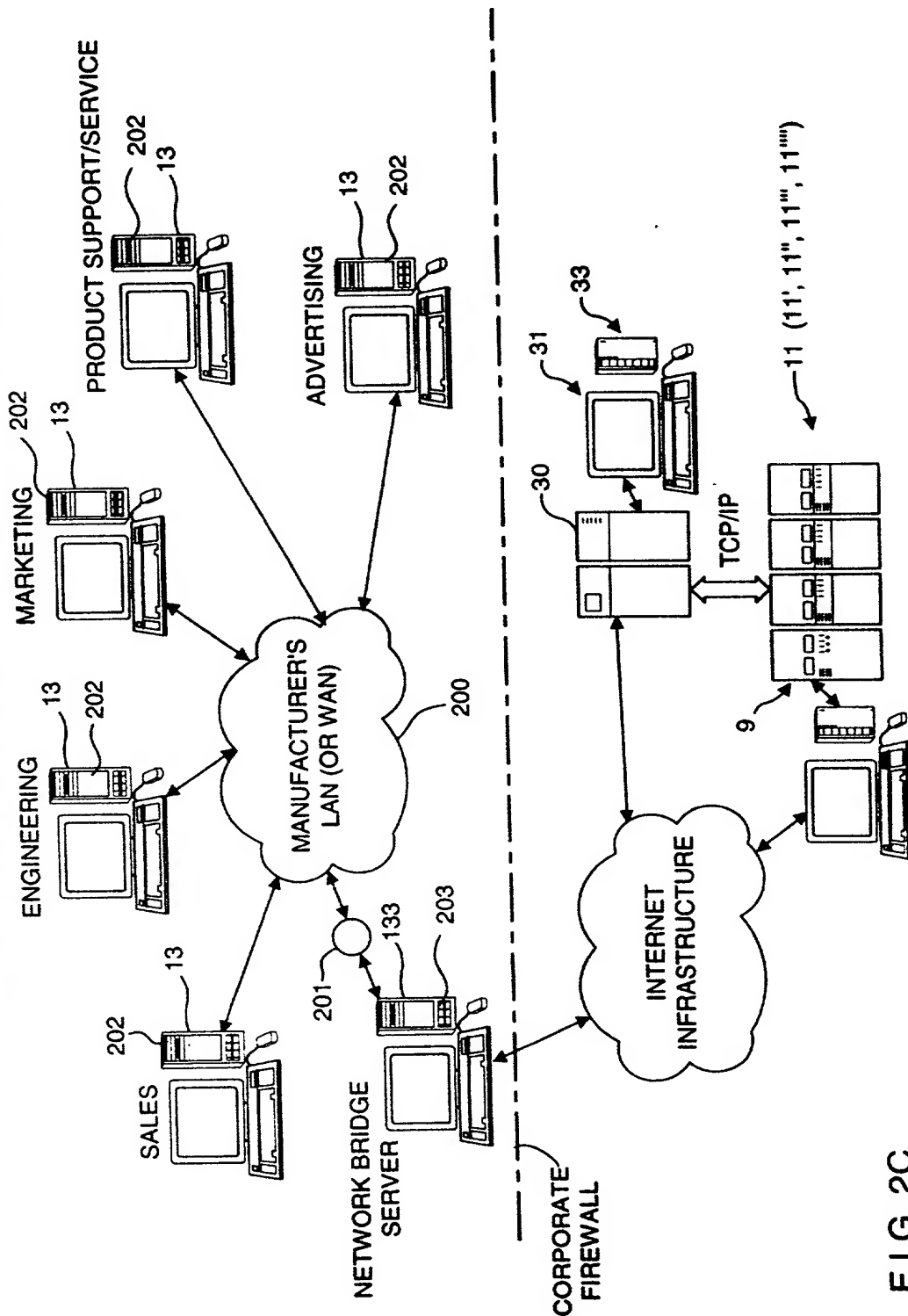


FIG. 2C

205210" 82065001

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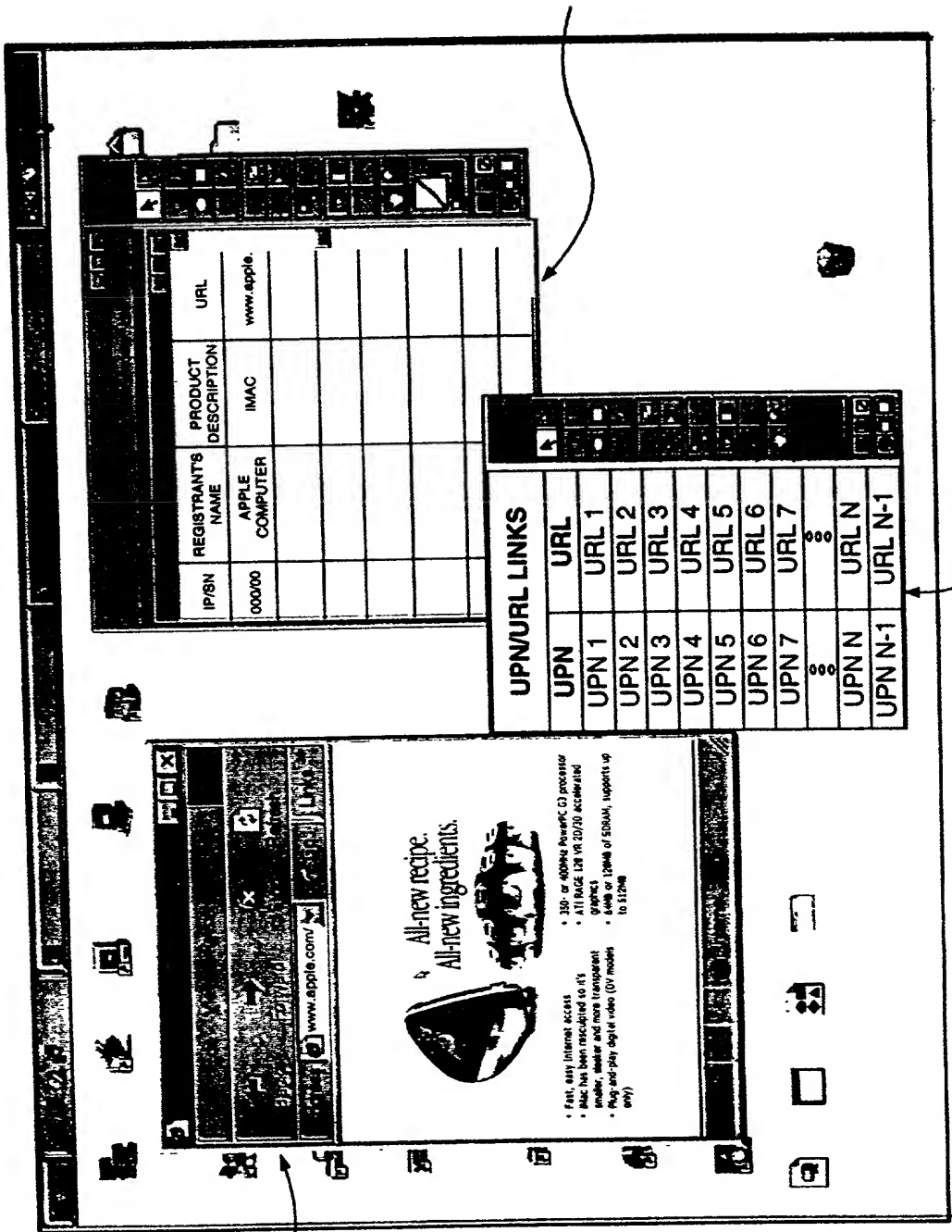


FIG. 2C1

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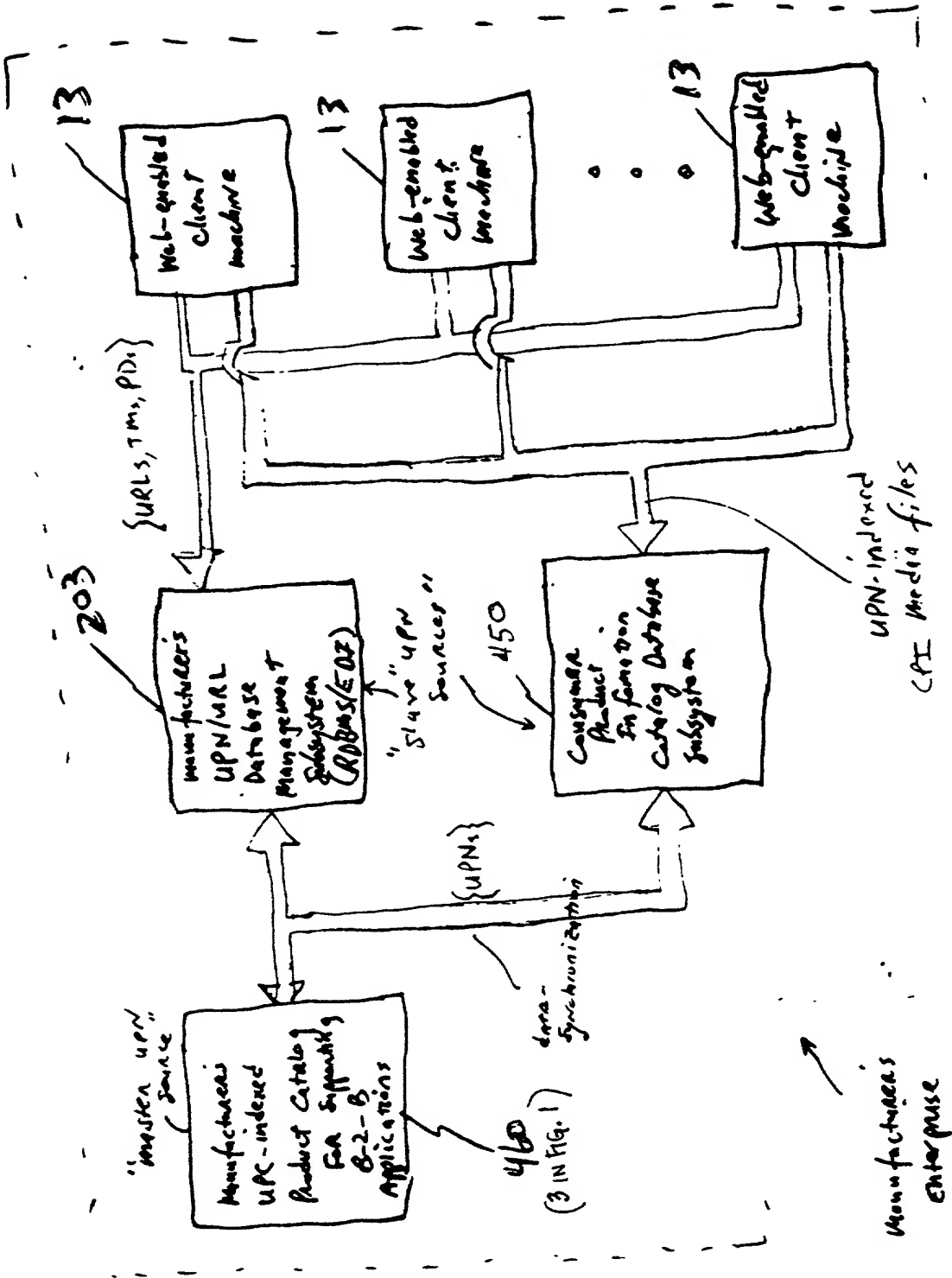
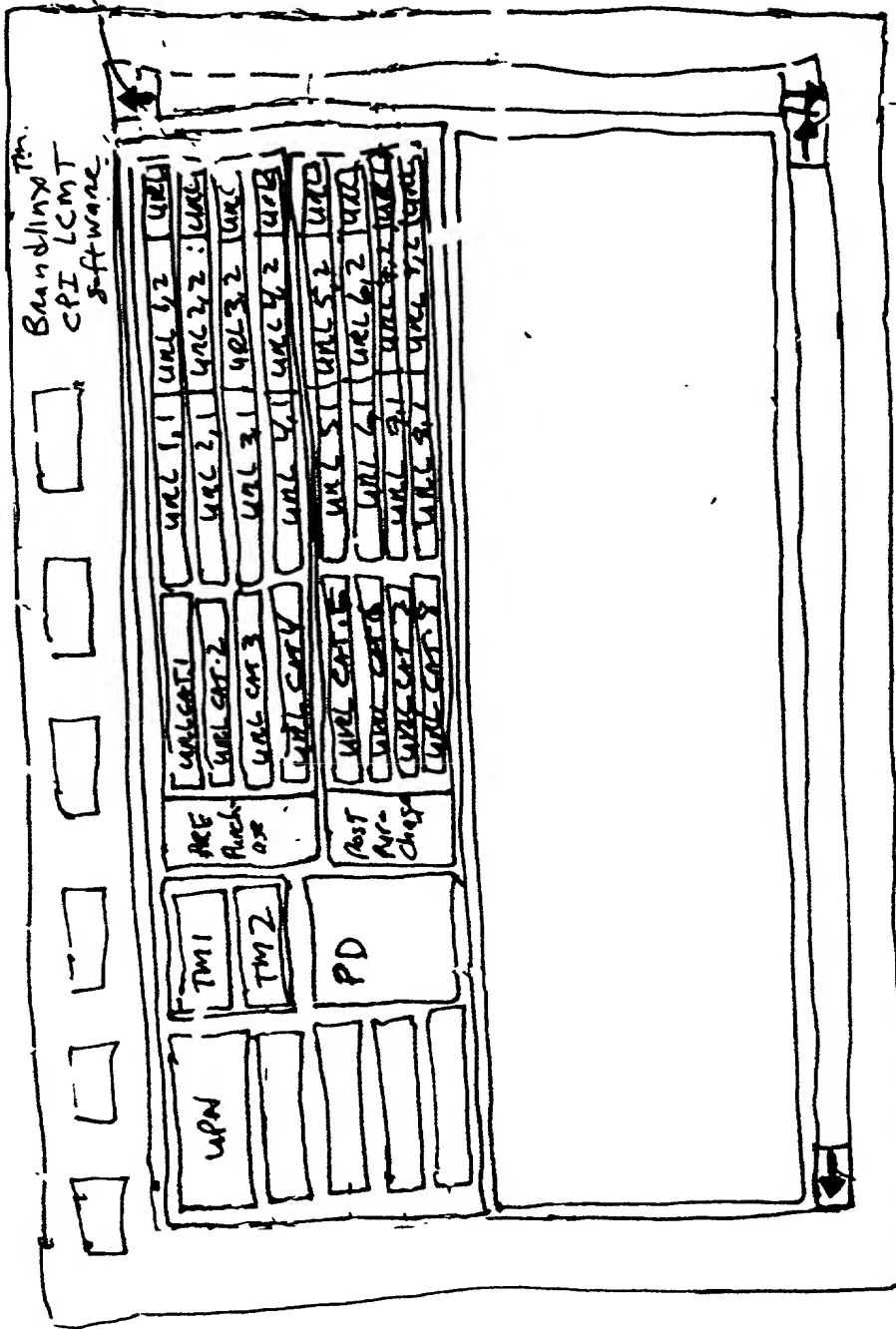
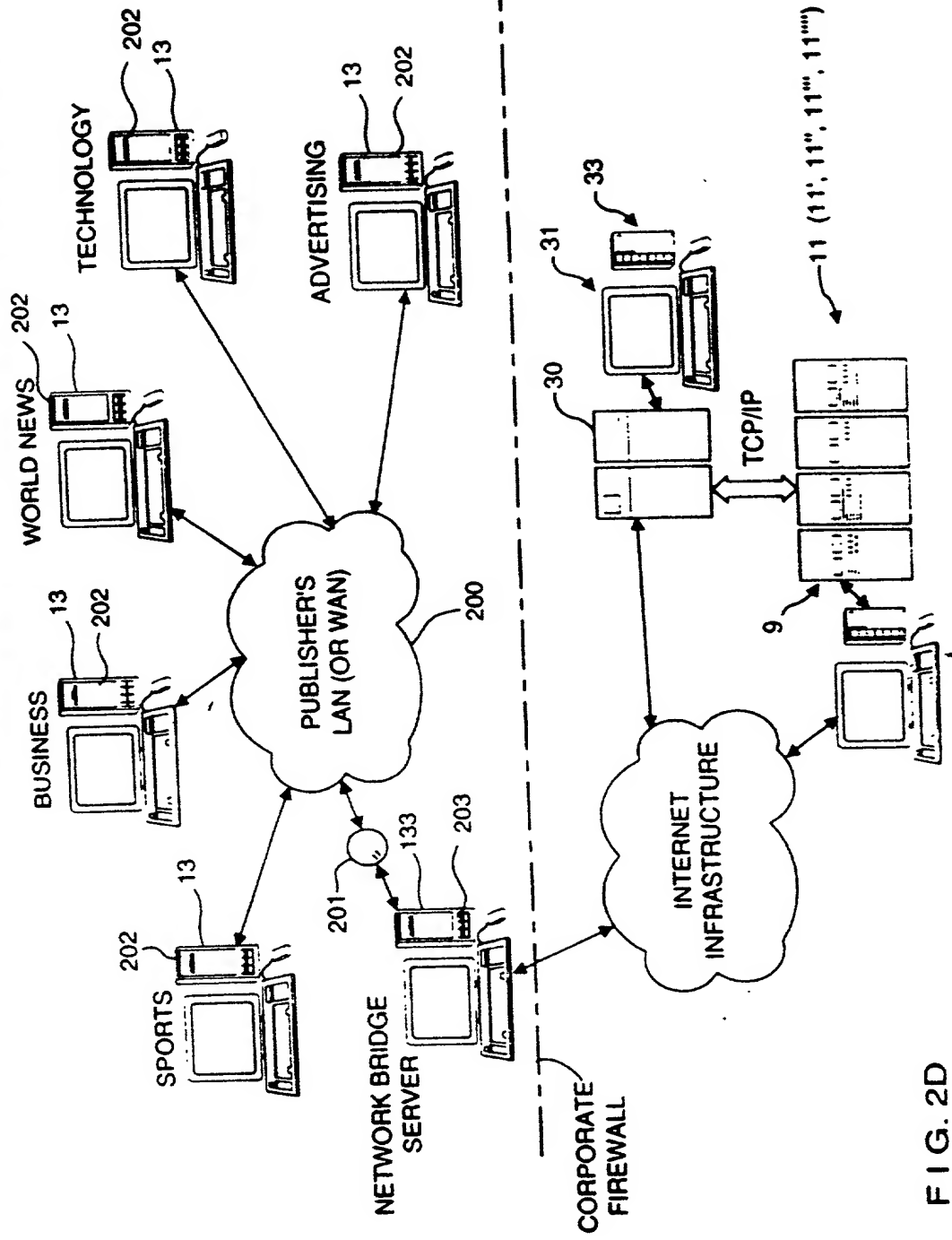


FIG. 2C2

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DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN



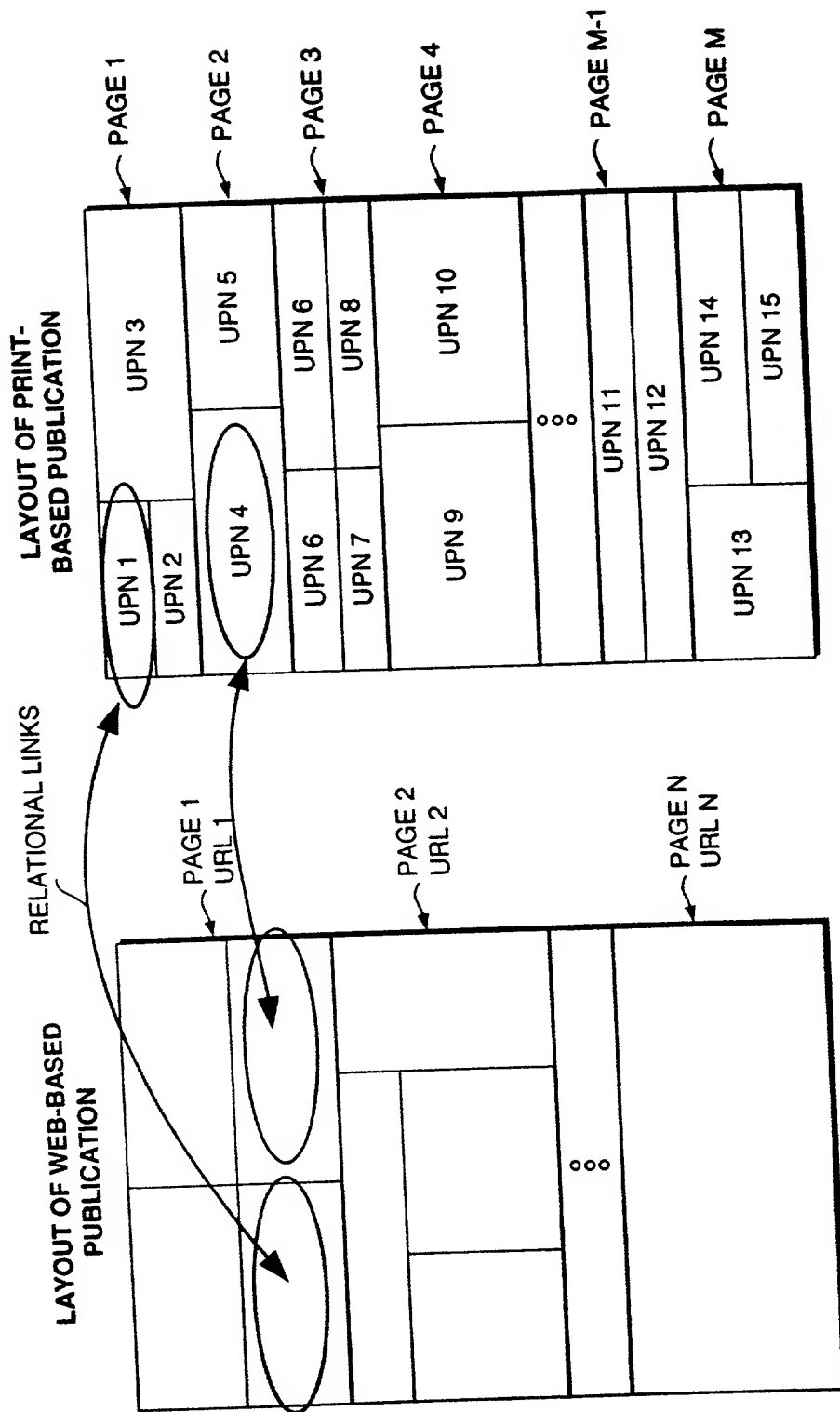


FIG. 2E2

FIG. 2E1

| UPN/URL LINKS | |
|---------------|-------------|
| UPN | URL |
| UPN 1 | URL 1 |
| UPN 2 | URL 2 |
| UPN 3 | URL 3 |
| UPN 4 | URL 4 |
| UPN 5 | URL 5 |
| UPN 6 | URL 6 |
| UPN 7 | URL 7 |
| UPN 8 | URL 8 |
| UPN 9 | URL 9 |
| UPN 10 | URL 10 |
| UPN 11 | URL 11 |
| UPN 12 | URL 12 |
| UPN 13 | URL 13 |
| ○ ○ ○ | ○ ○ ○ |
| UPN N | URL N |
| UPN N-1 | URL N-1 |

400

FIG. 2E3

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COMPOSITION/EDITORIAL MODE

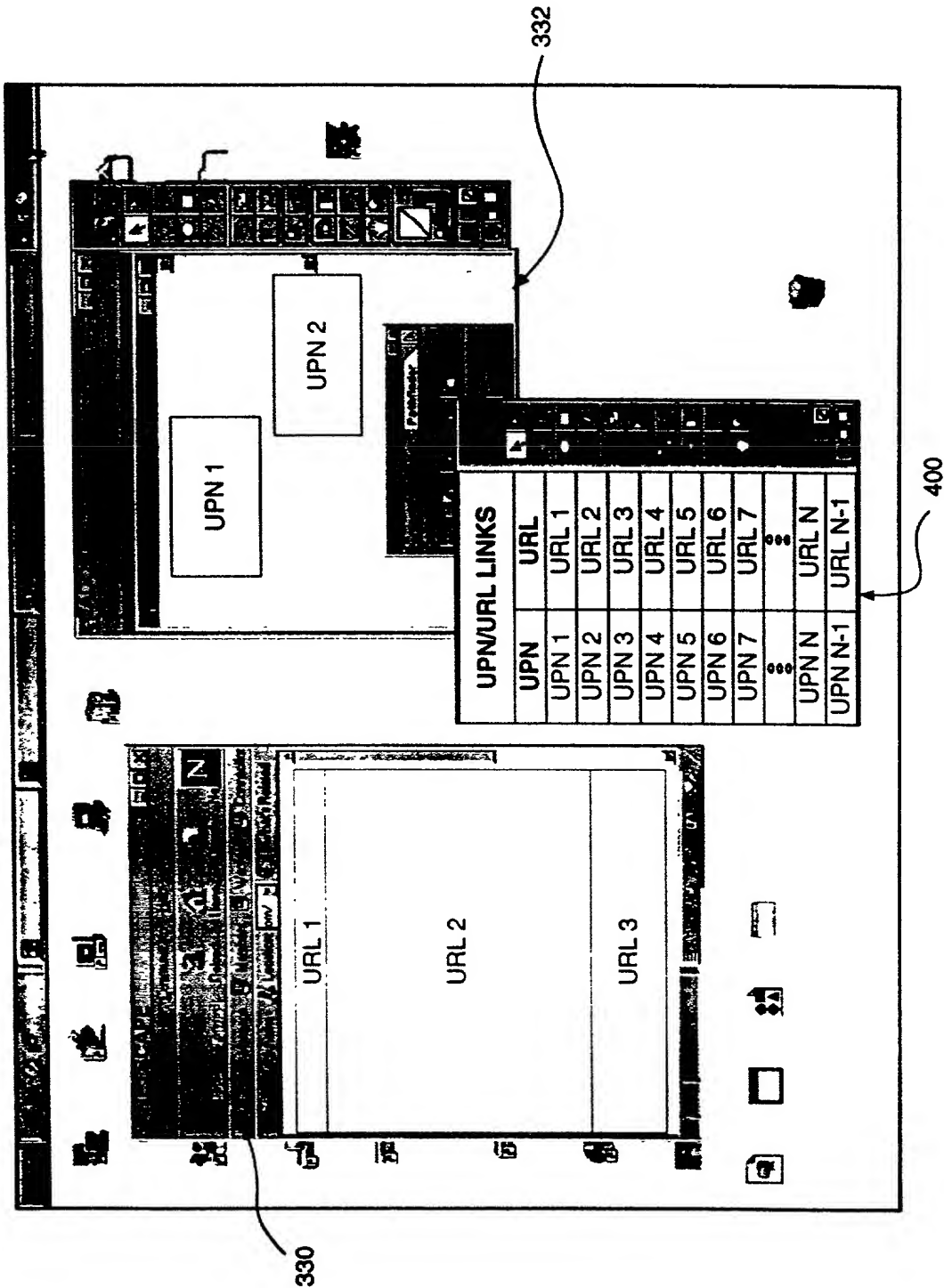


FIG. 2E4

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UPN/URL DATA LINKING MODE

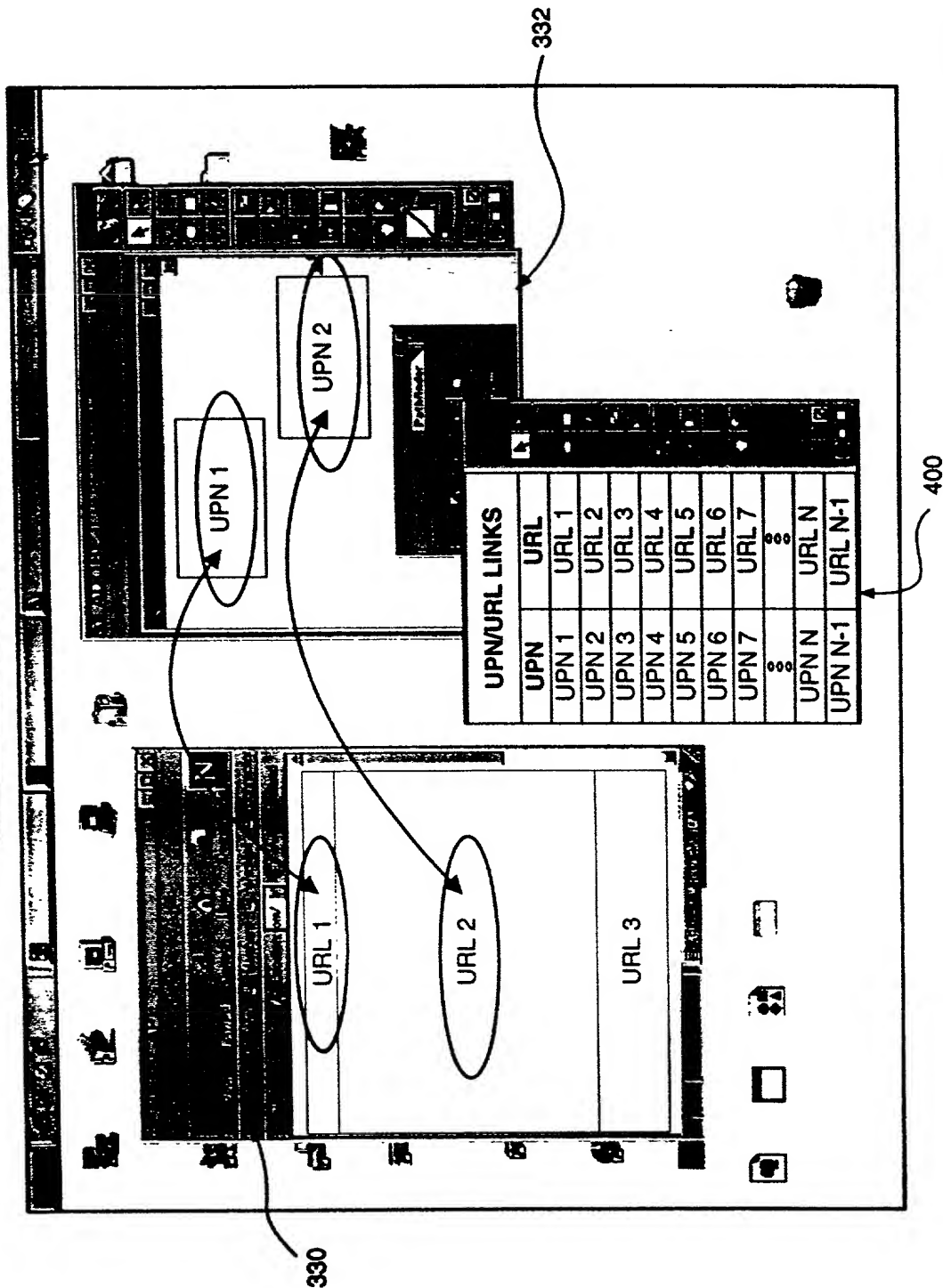


FIG. 2E5

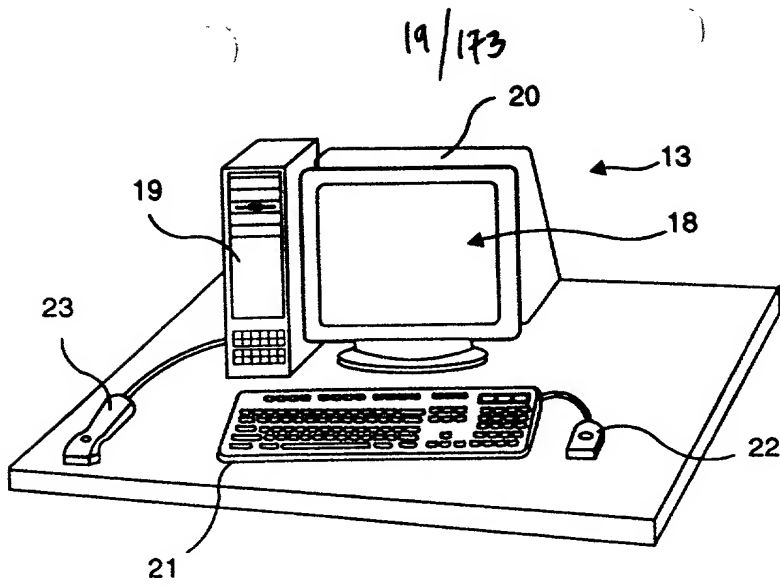


FIG. 3A1

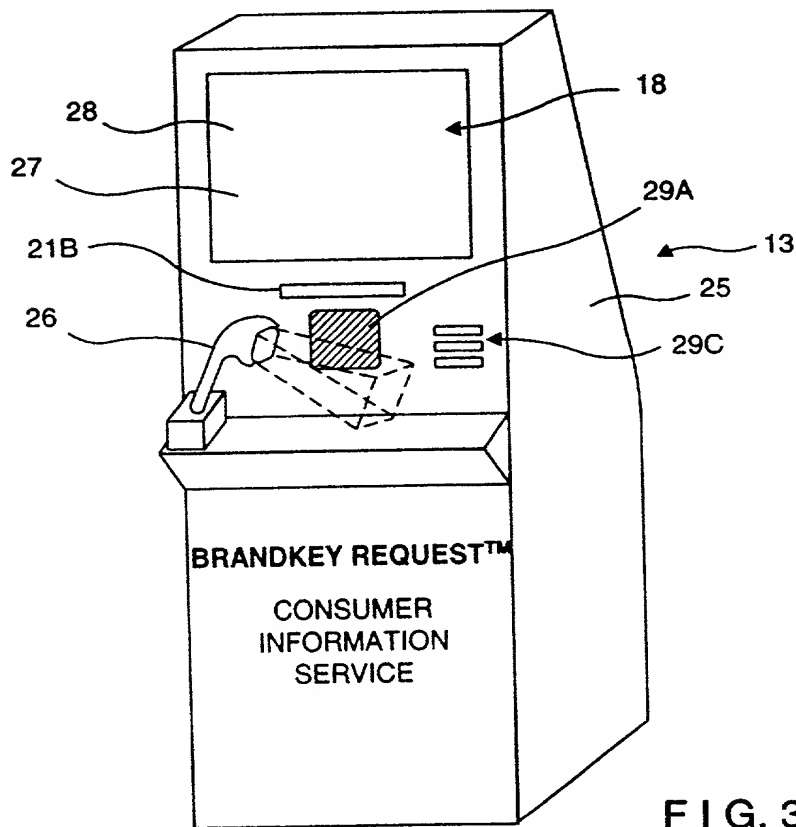
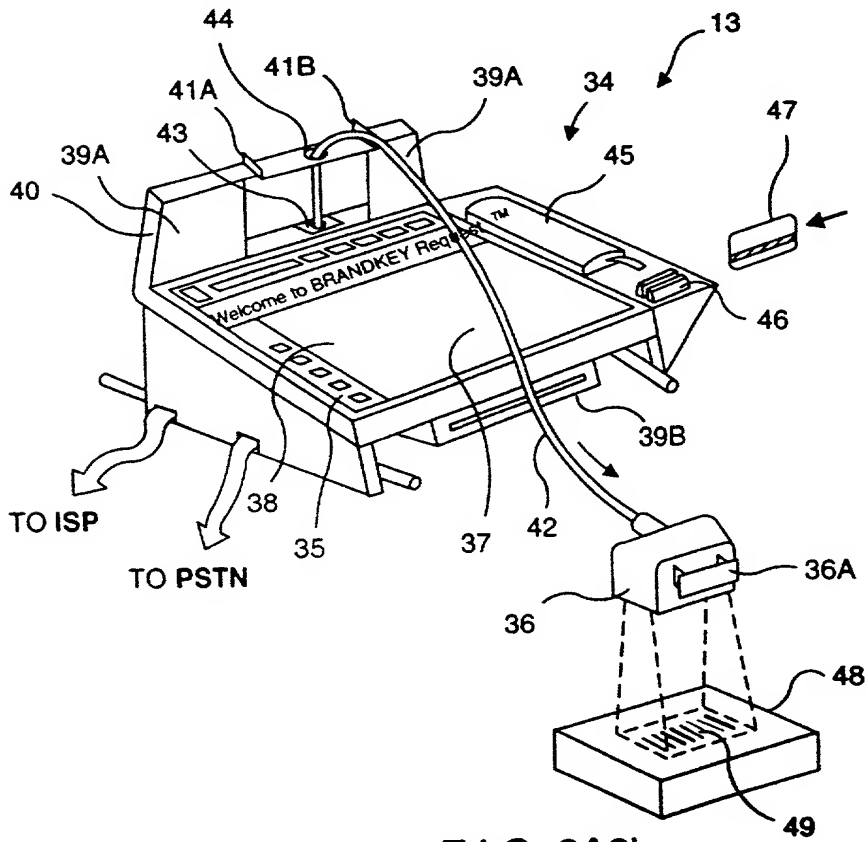
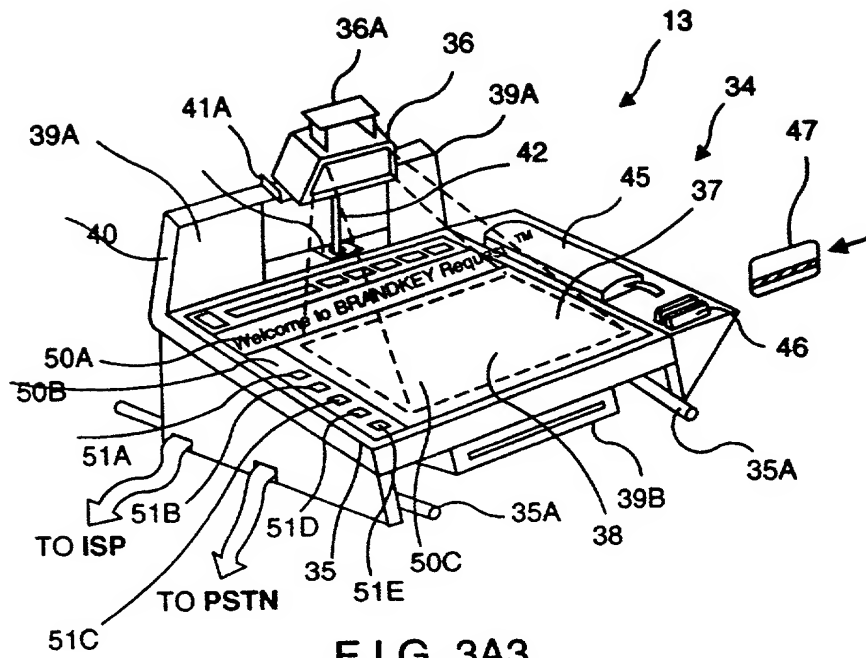


FIG. 3A2

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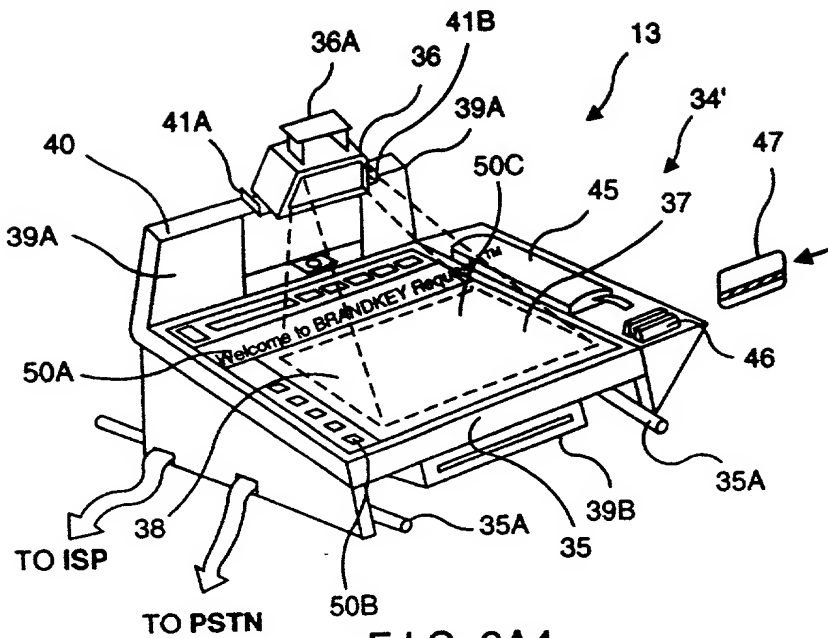


FIG. 3A4

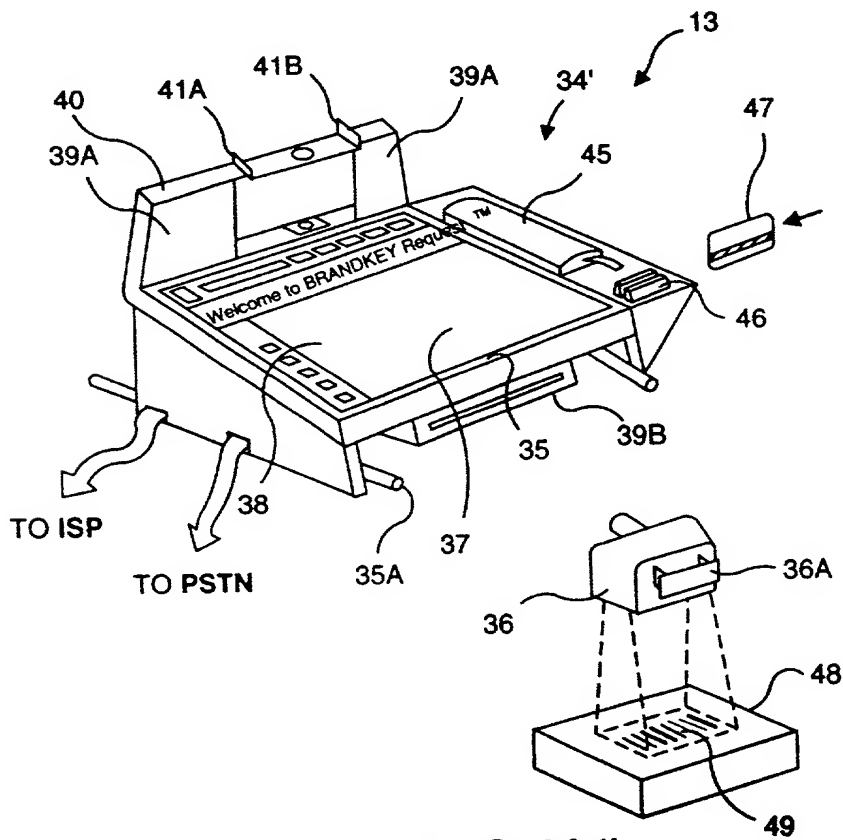


FIG. 3A4'

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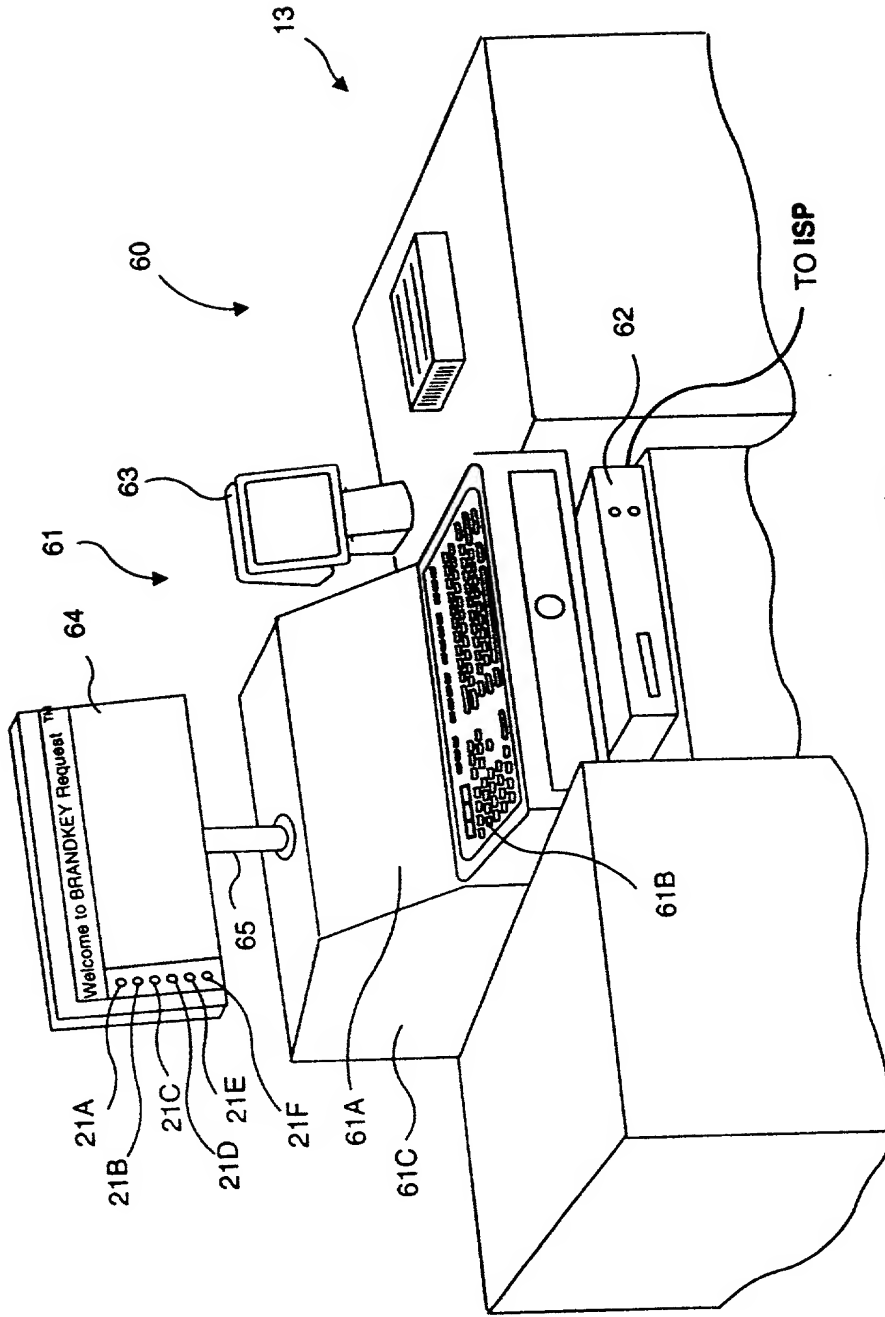


FIG. 3A5

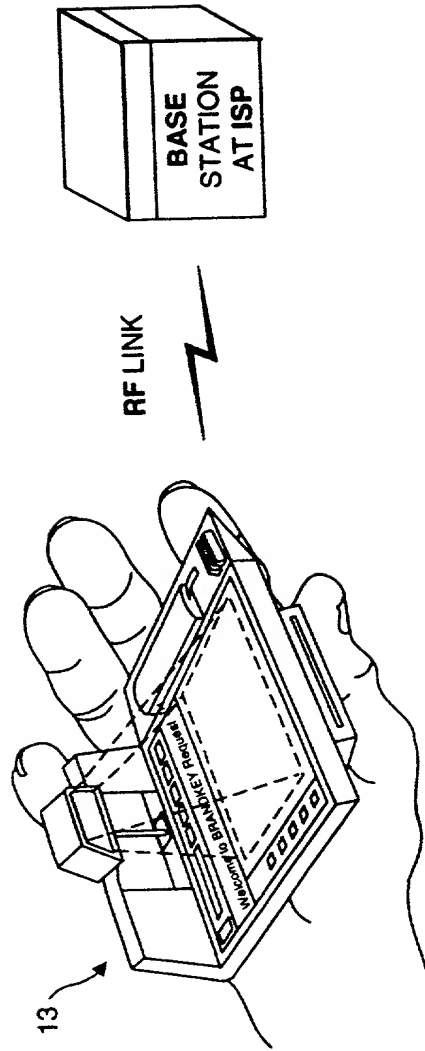


FIG. 3A6

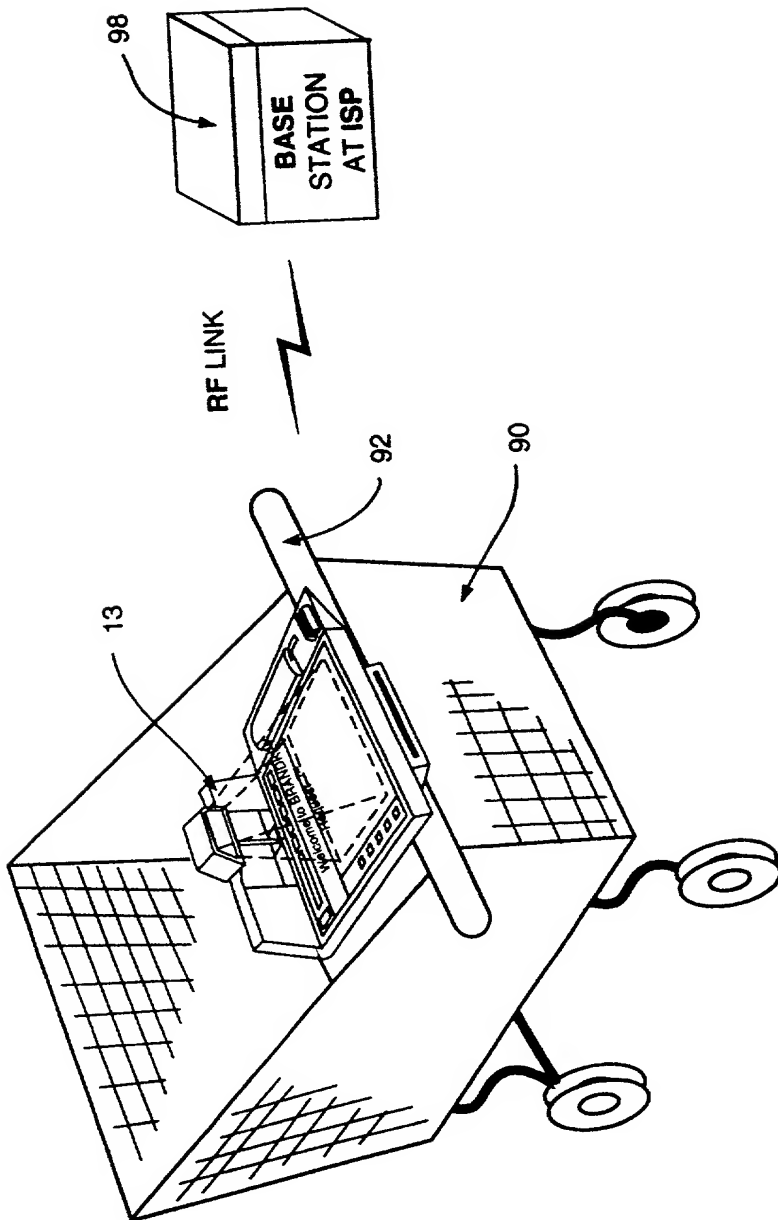
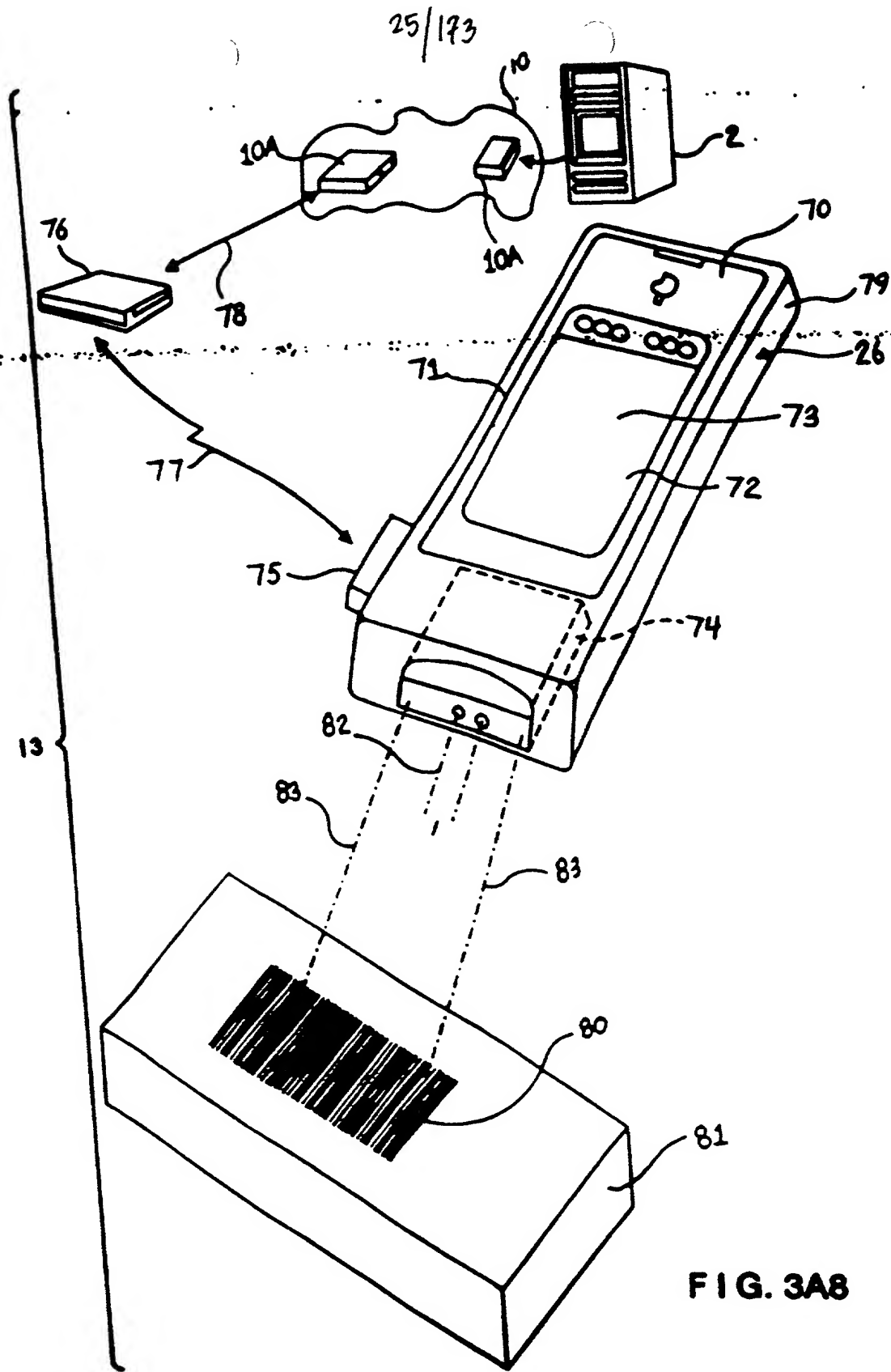
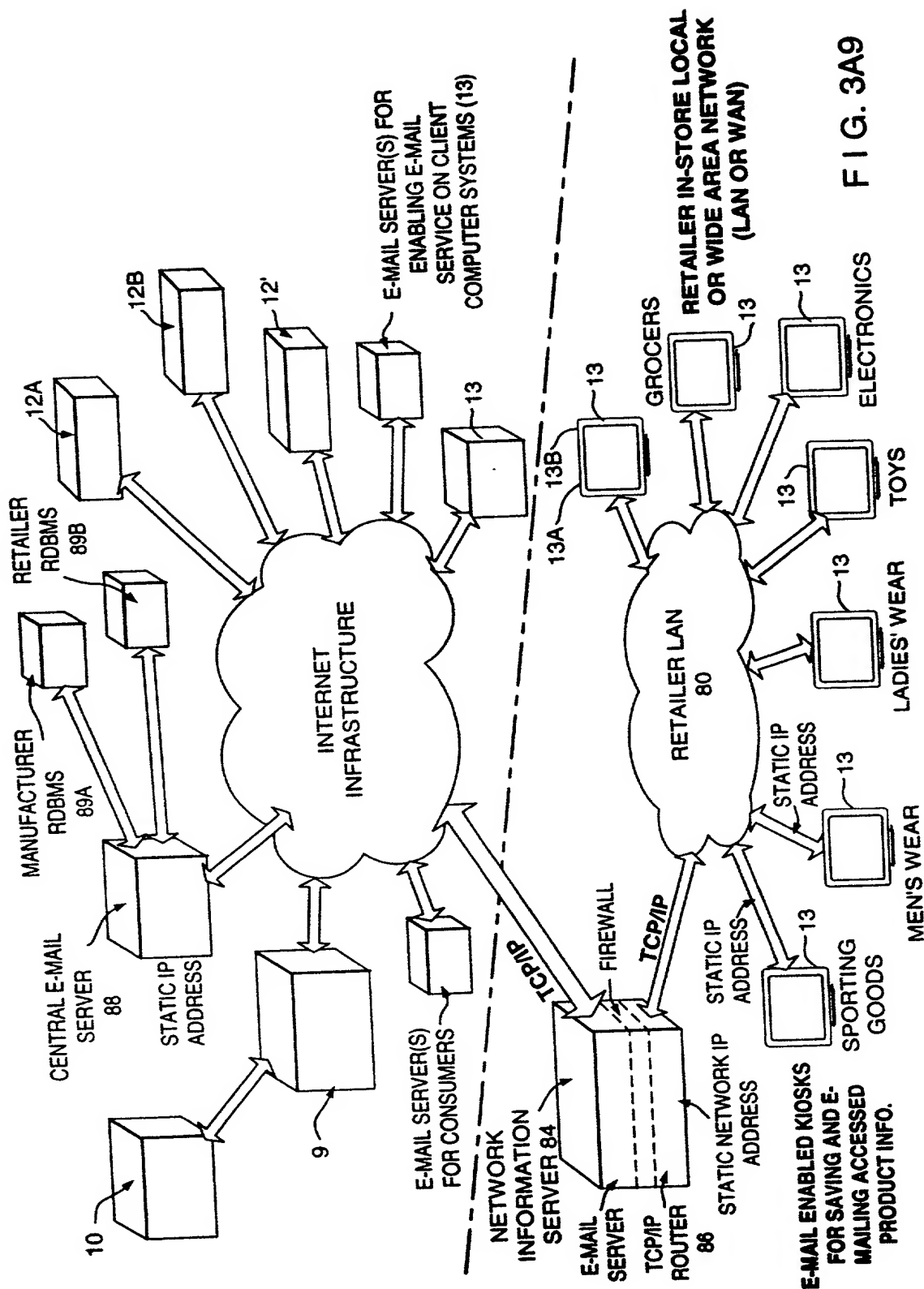


FIG. 3A7

4425073, 4425073





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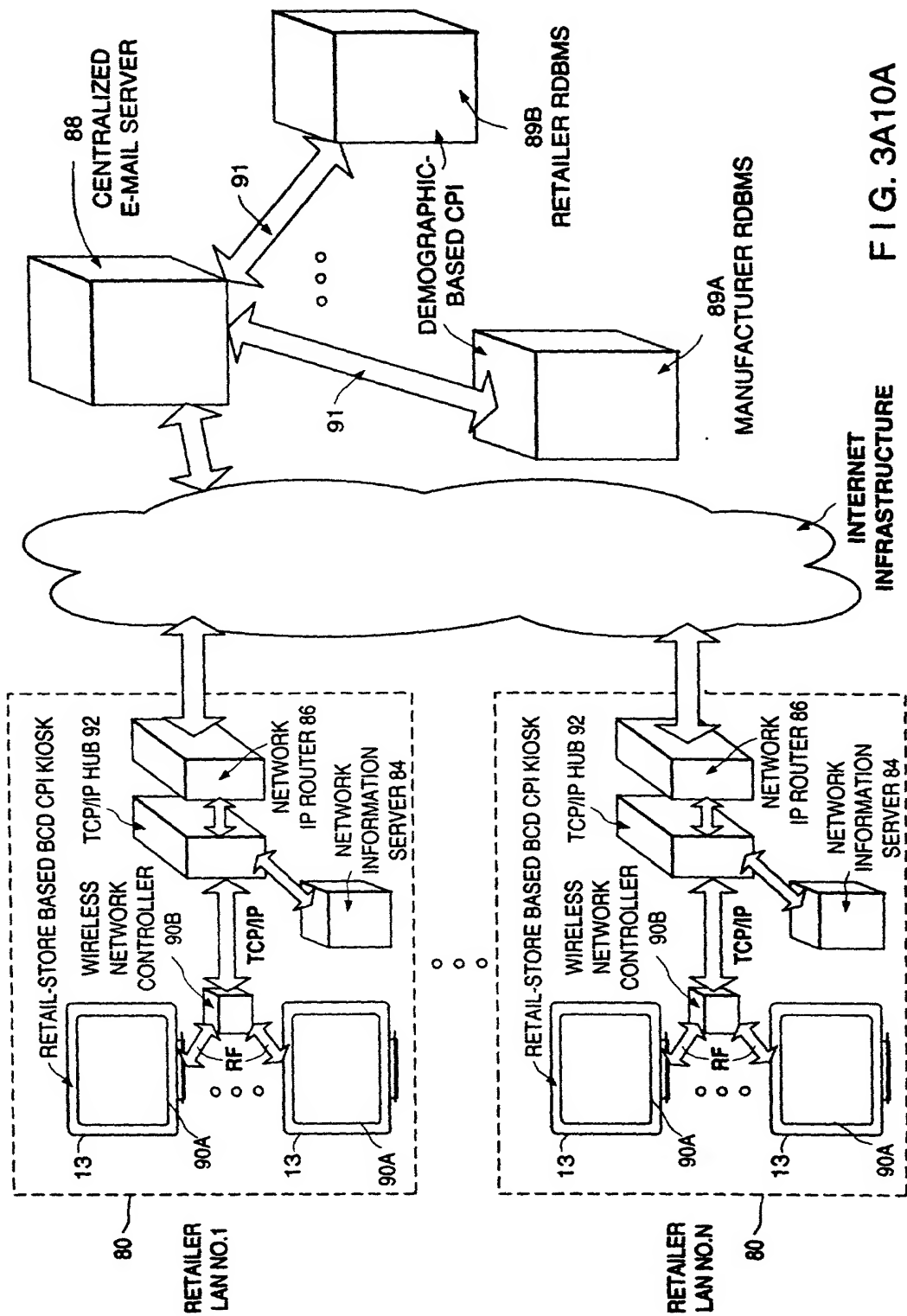
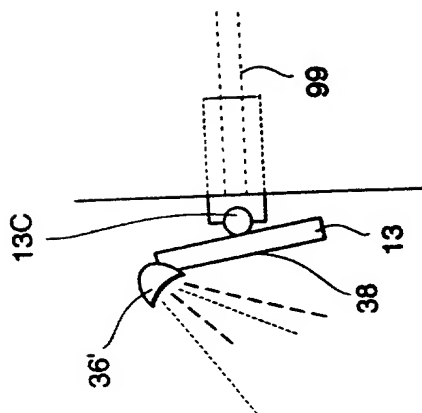
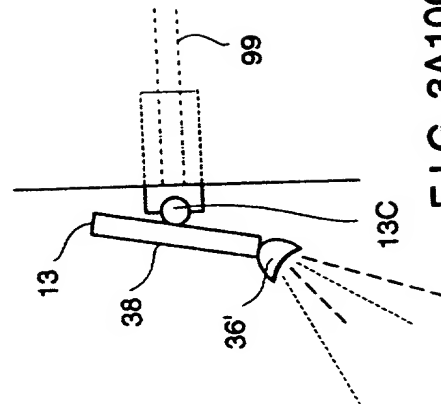
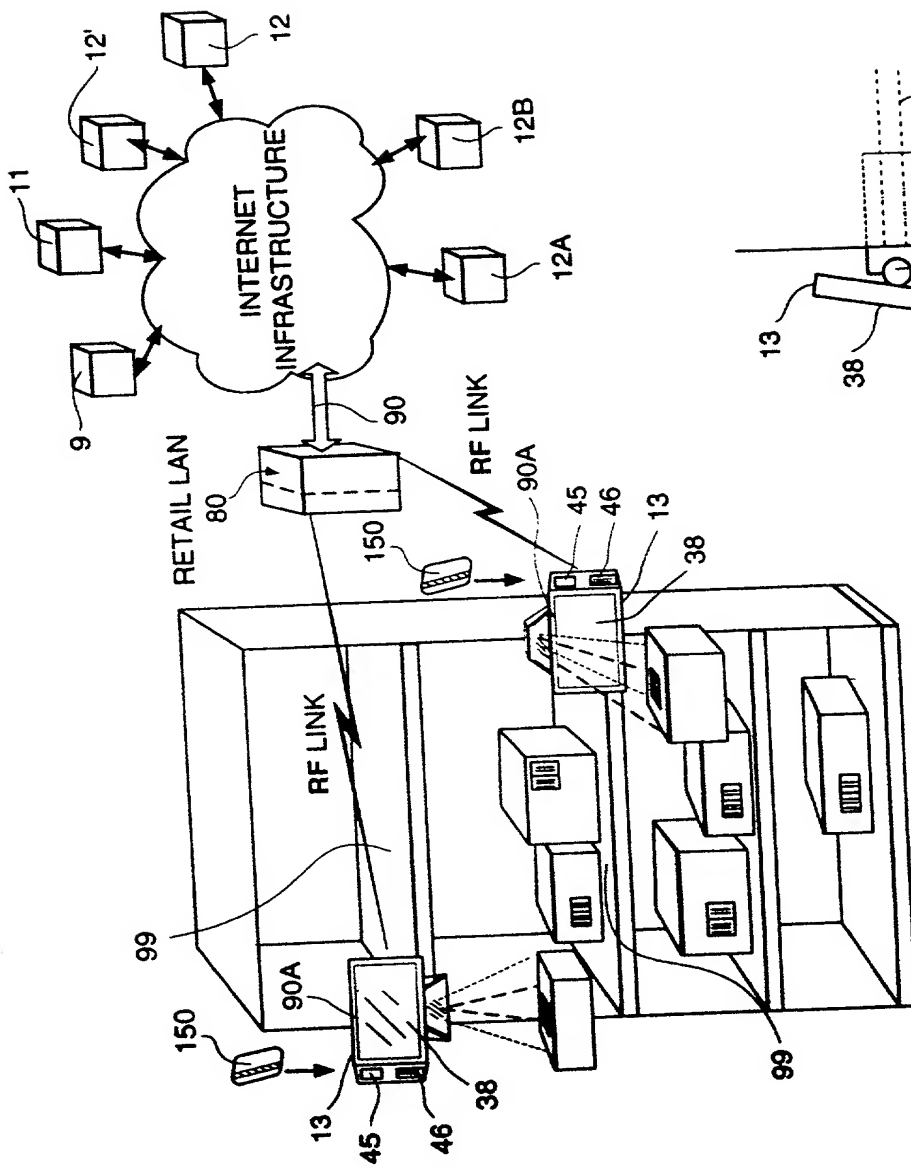


FIG. 3A10A



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[illegible]

FIG. 3A12

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(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A13A

10059075-012802

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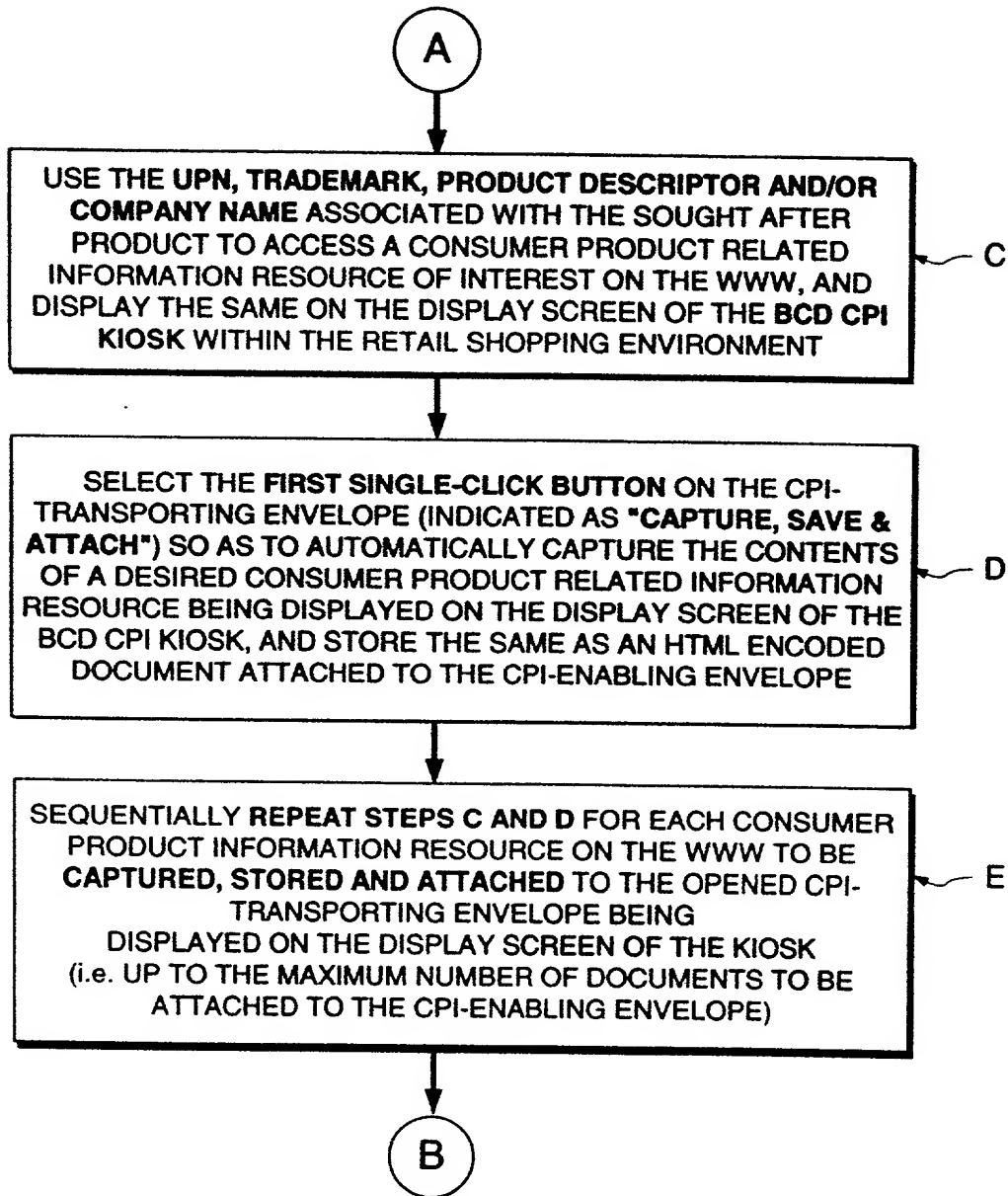


FIG. 3A13B

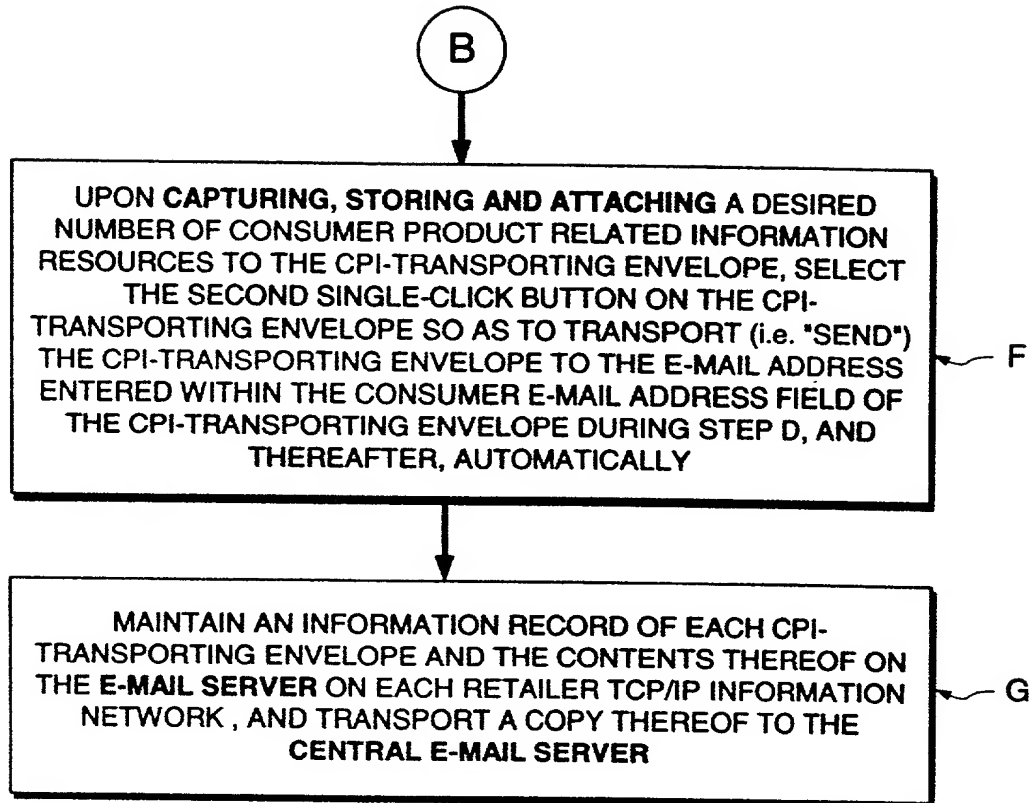


FIG. 3A13C

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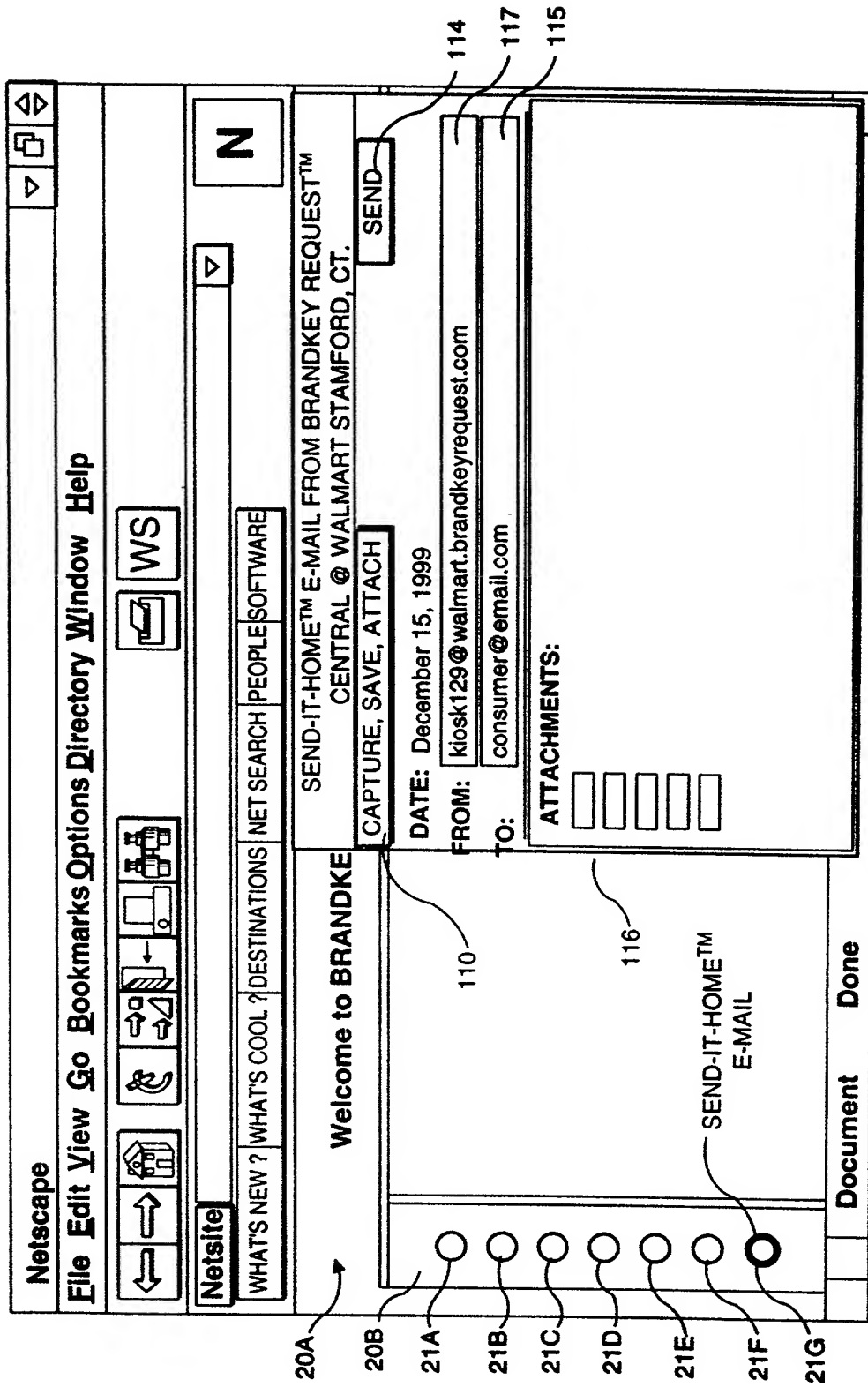


FIG. 3A14

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A15A

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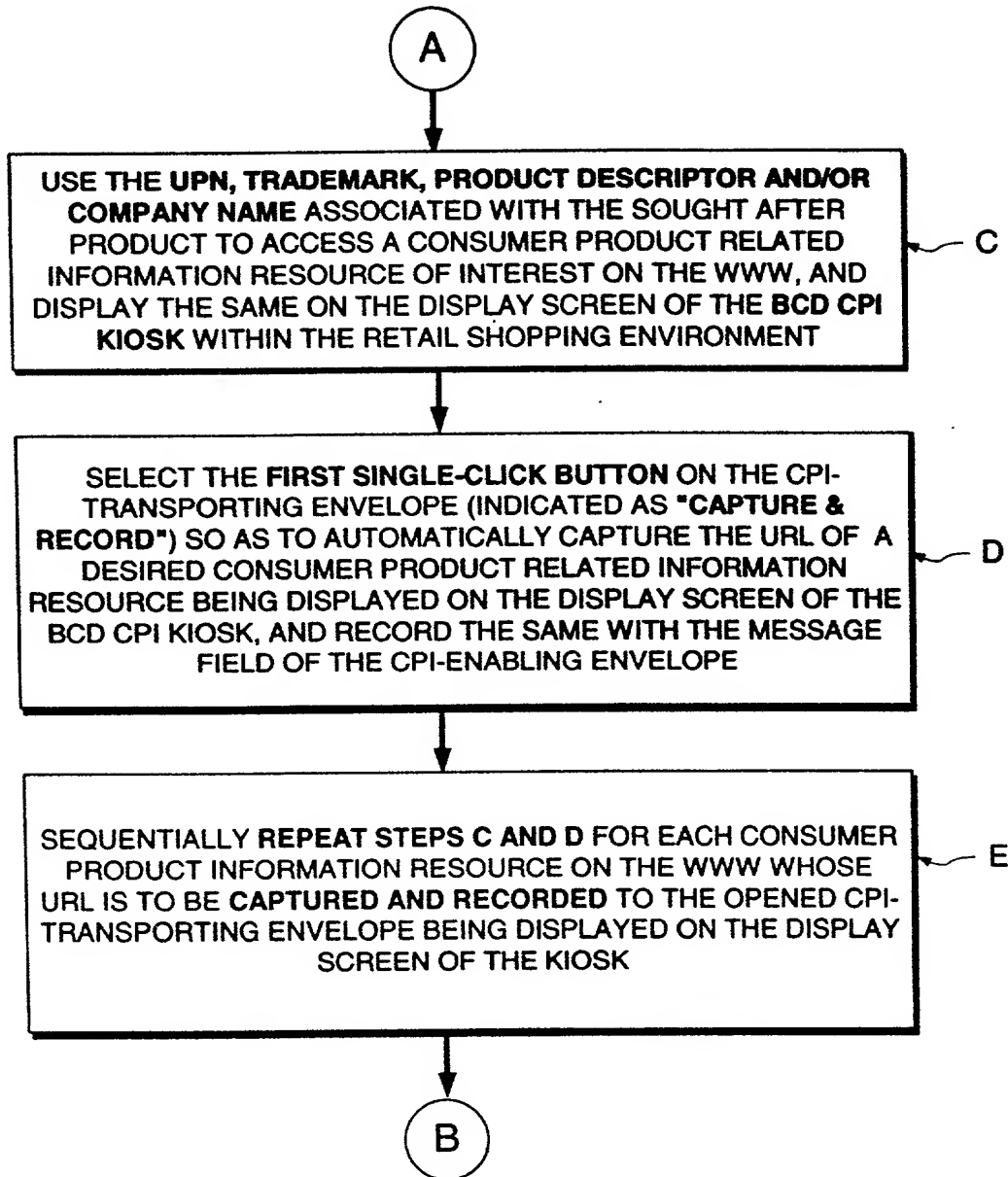


FIG. 3A15B

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B

UPON **CAPTURING AND RECORDING** THE **URLS** OF A **DESIRED** **NUMBER** OF **CONSUMER PRODUCT RELATED INFORMATION** **RESOURCES** TO THE **CPI-TRANSPORTING ENVELOPE**, **SELECT** THE **SECOND SINGLE-CLICK BUTTON** ON THE **CPI-TRANSPORTING ENVELOPE** SO AS TO **TRANSPORT** (i.e. "SEND") THE **CLOSED AND SEALED CPI-TRANSPORTING ENVELOPE** TO THE **E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE** DURING **STEP D**, AND THEREAFTER, **AUTOMATICALLY**

F

MAINTAIN AN INFORMATION RECORD OF EACH **CPI-TRANSPORTING ENVELOPE** AND THE **CONTENTS THEREOF** ON THE **E-MAIL SERVER** ON EACH **RETAILER TCP/IP INFORMATION NETWORK**, AND **TRANSPORT A COPY THEREOF** TO THE **CENTRAL E-MAIL SERVER**

G

FIG. 3A15C

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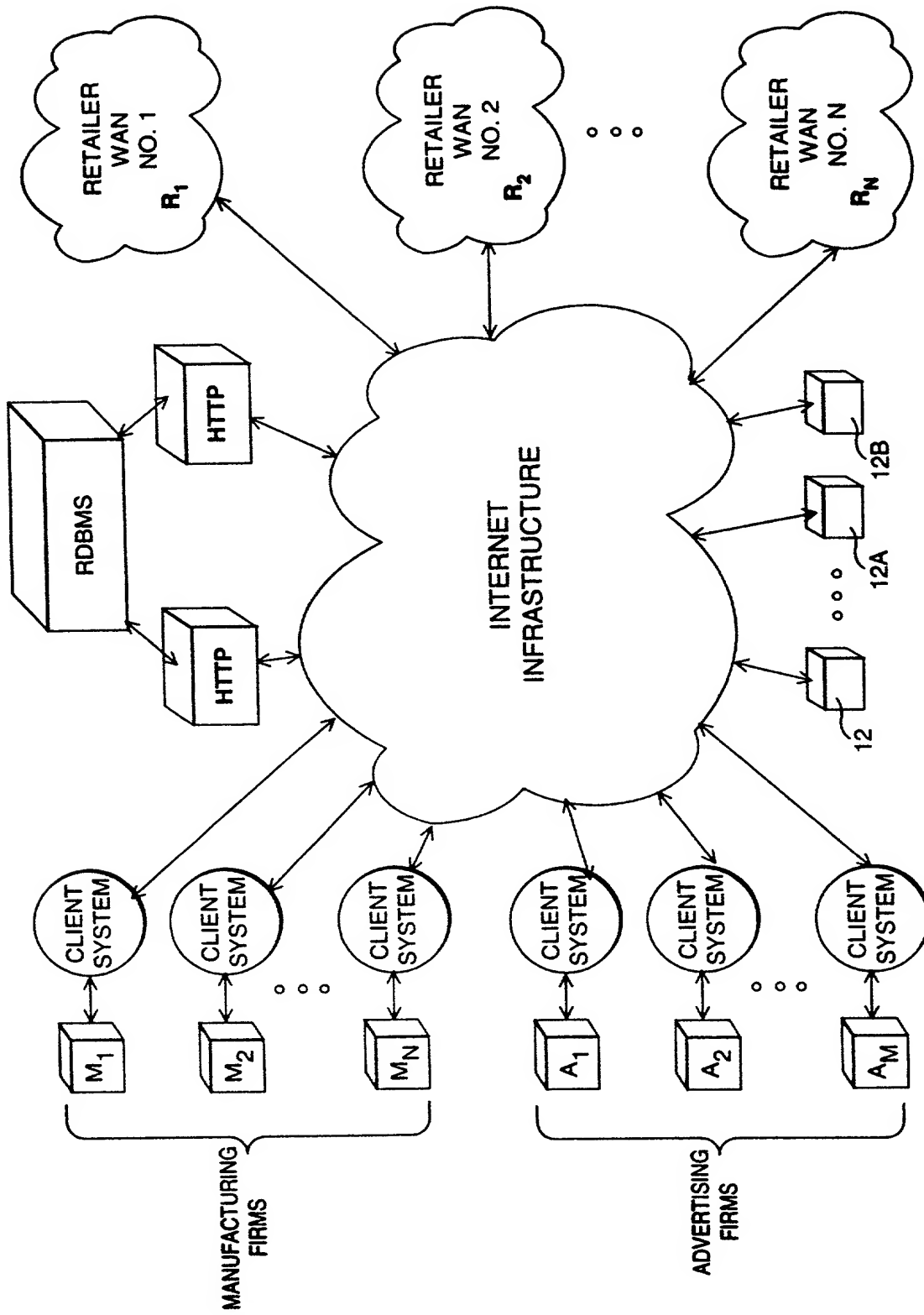


FIG. 3A17

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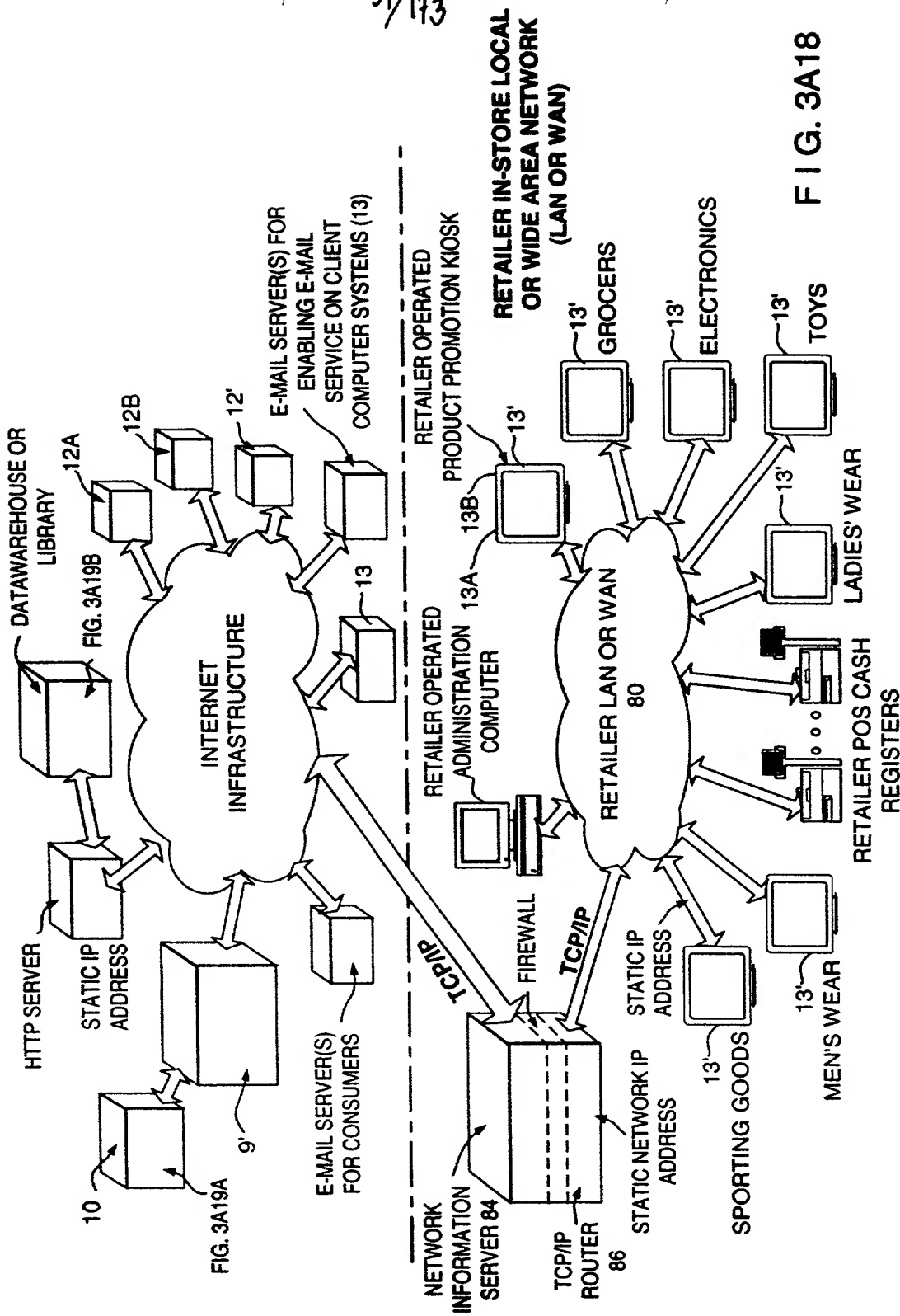
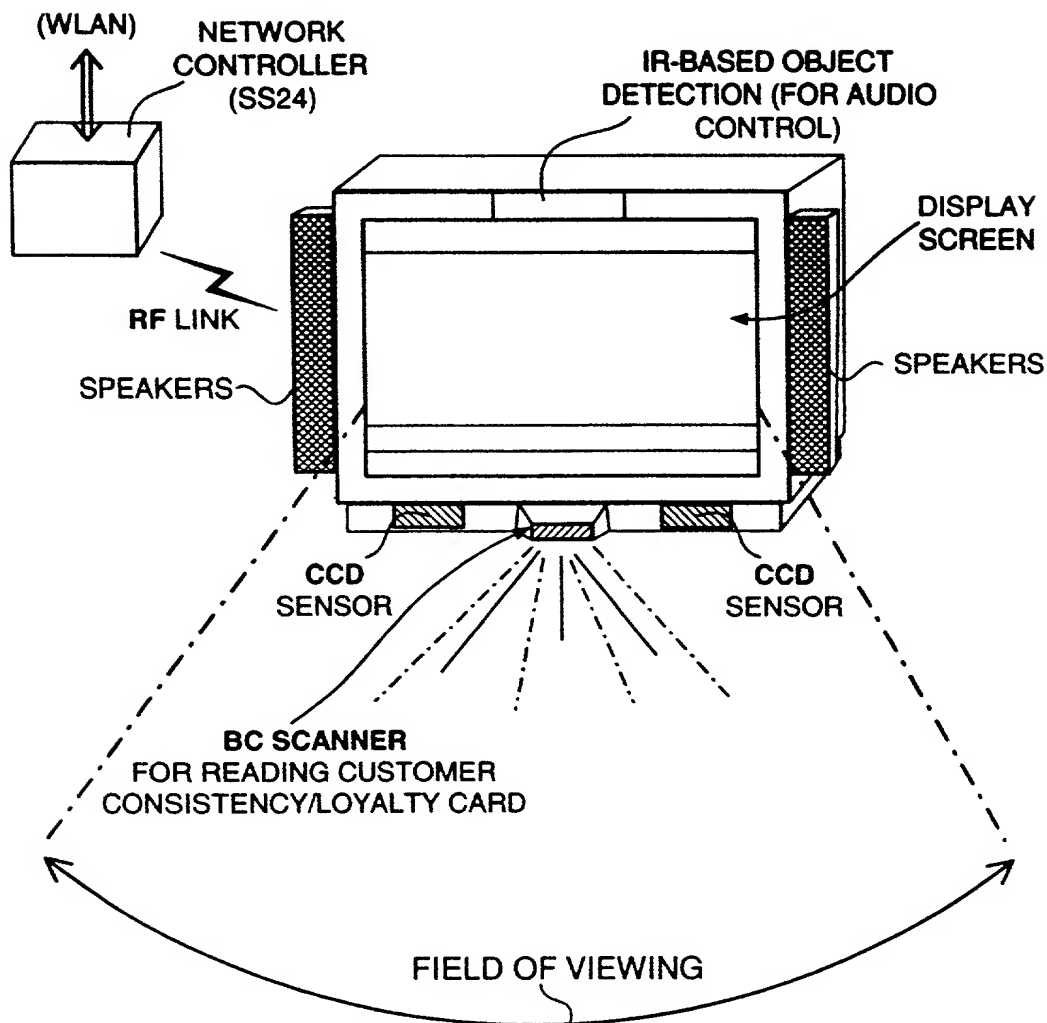


FIG. 3A18

| UPN | RETAILER | URL NO. 1 | ... | URL NO. N | TRADEMARKS | PRODUCT DESCRIPTION | E-MAIL |
|-----|----------|-----------|-----|-----------|------------|---------------------|--------|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | ... | | | | |
| | | | | | | | |
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| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| ... | ... | ... | ... | ... | ... | ... | ... |
| | | | | | | | |

FIG. 3A19A

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FEATURES:

- EYE TRAINING AND ACCOUNTING SUBSYSTEM
- TRACKS DETECTED EYEBALL

FIG. 3A19C

10059078-012800

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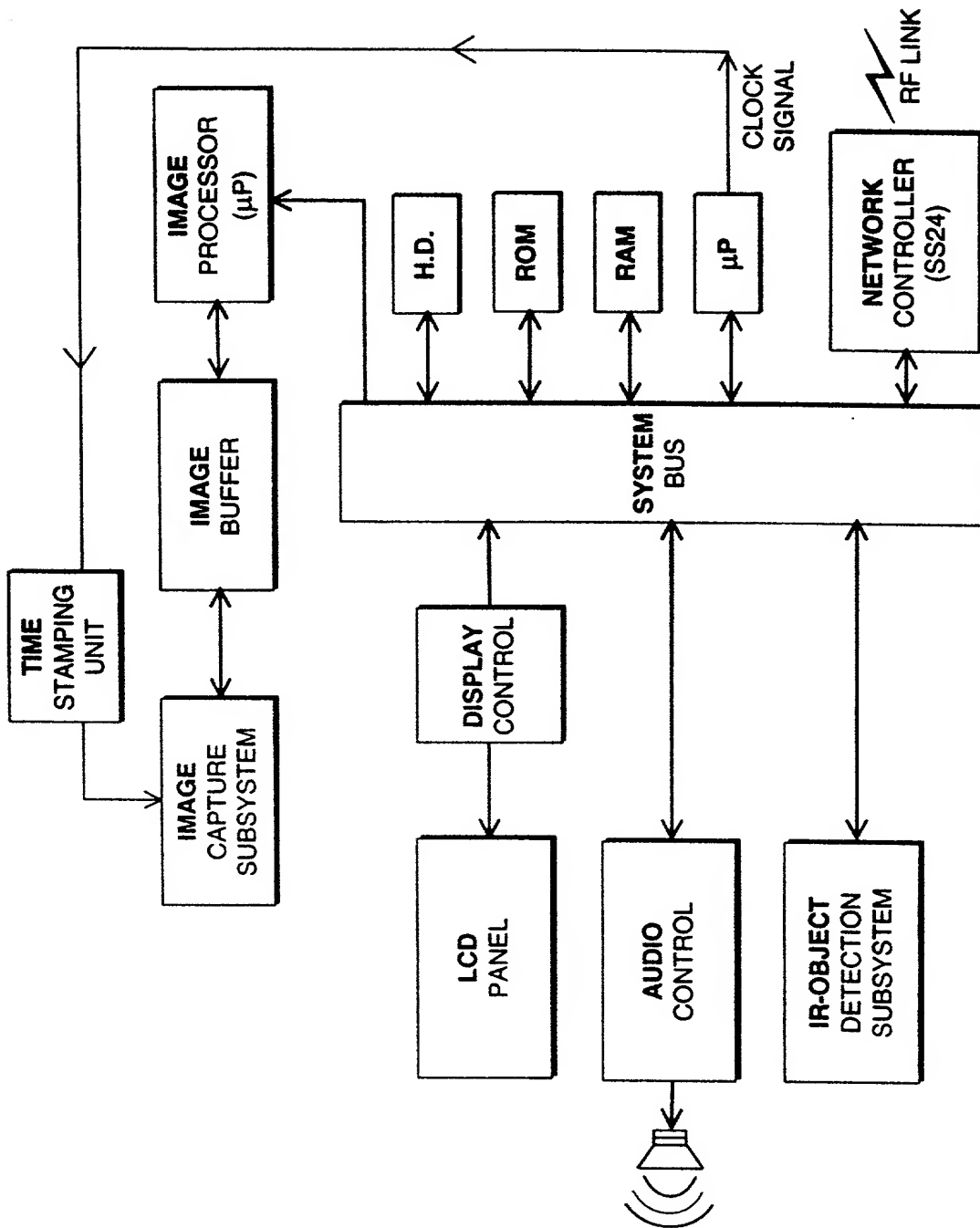


FIG. 3A19D

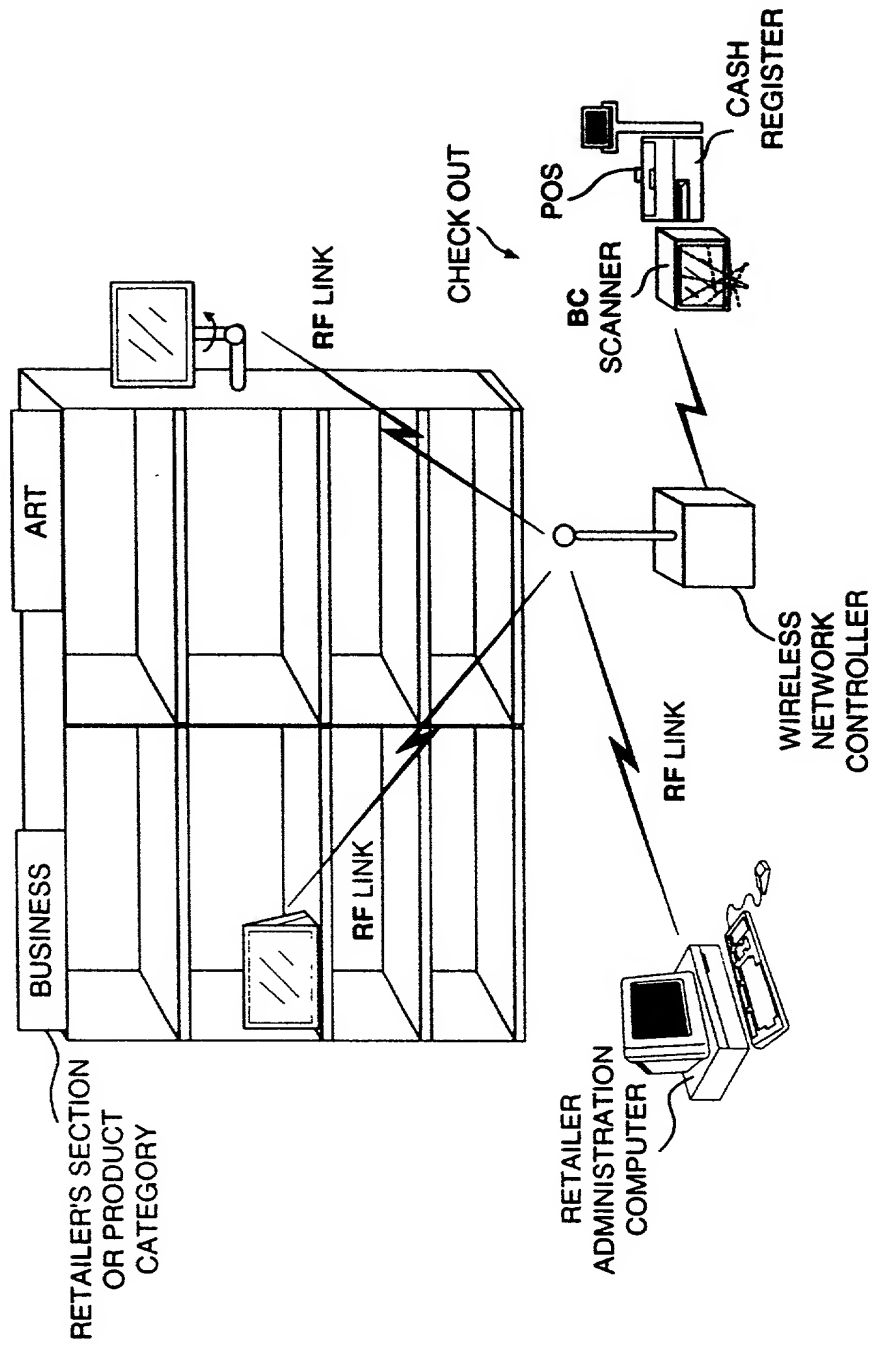


FIG. 3A20

| |
|---|
| DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1) |
| DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER |
| DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3) |
| DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4) |

FIG. 3A21A

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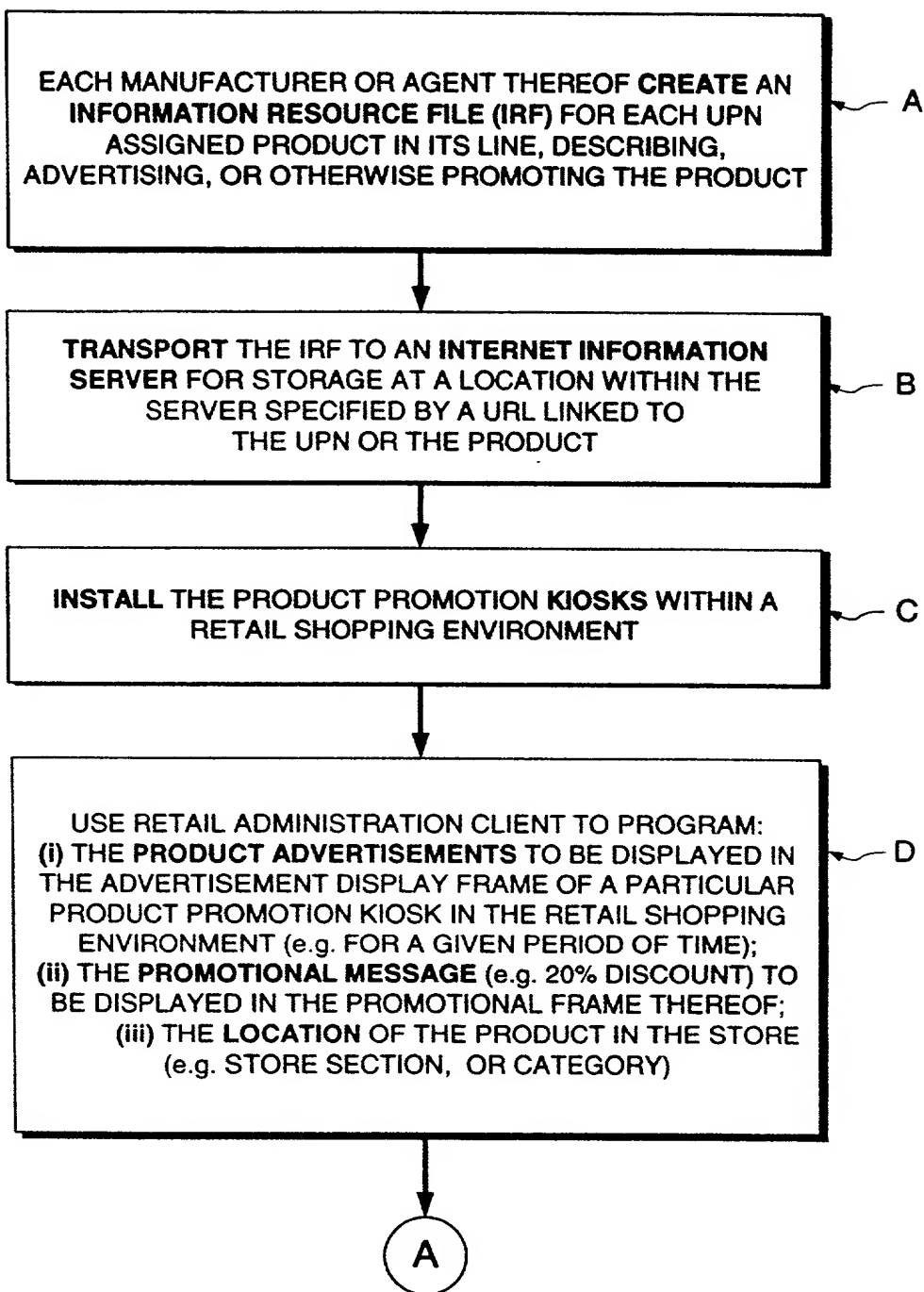


FIG. 3A22A

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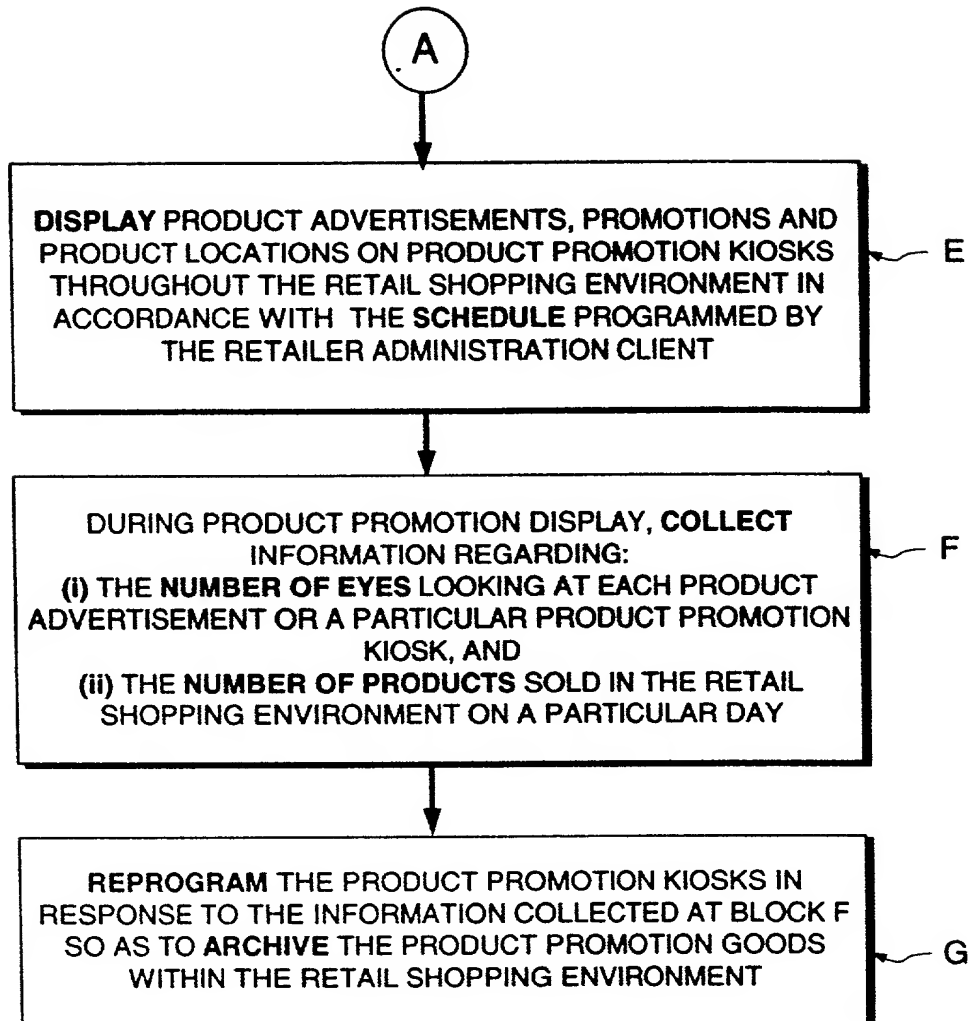


FIG. 3A22B

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| UPN (PRODUCT) | TIME/DATE | EYE COUNTS | URL/AD | # OF UPN SOLD ON SAME DATE | # OF UPN SOLD ON 2ND DATE | # OF UPN SOLD ON 3RD DATE | # OF UPN SOLD ON 4TH DATE |
|------------------|-----------|---------------|--------|----------------------------------|---------------------------------|---------------------------------|---------------------------------|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

FIG. 3A24

REPORT

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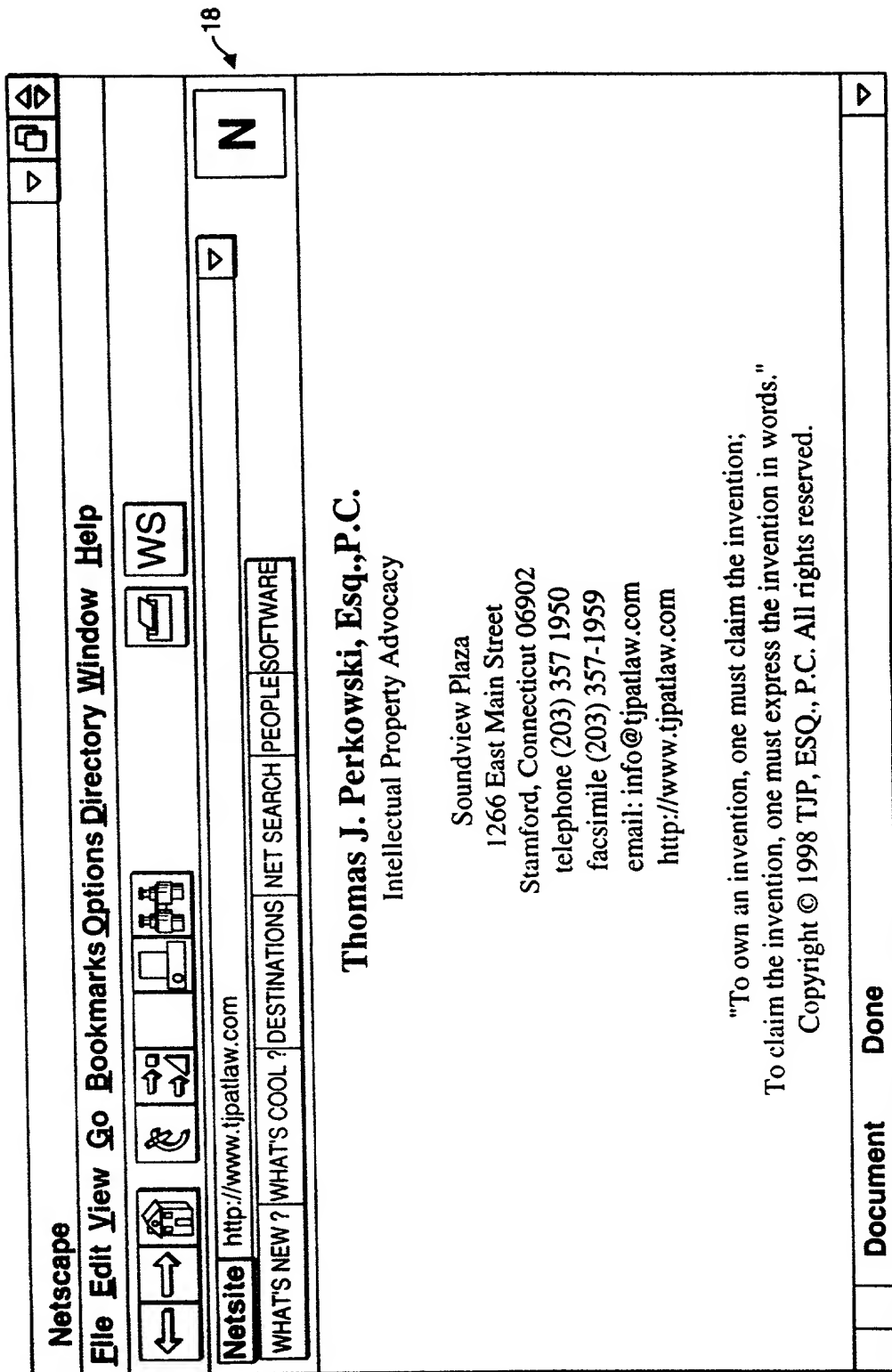


FIG. 3B

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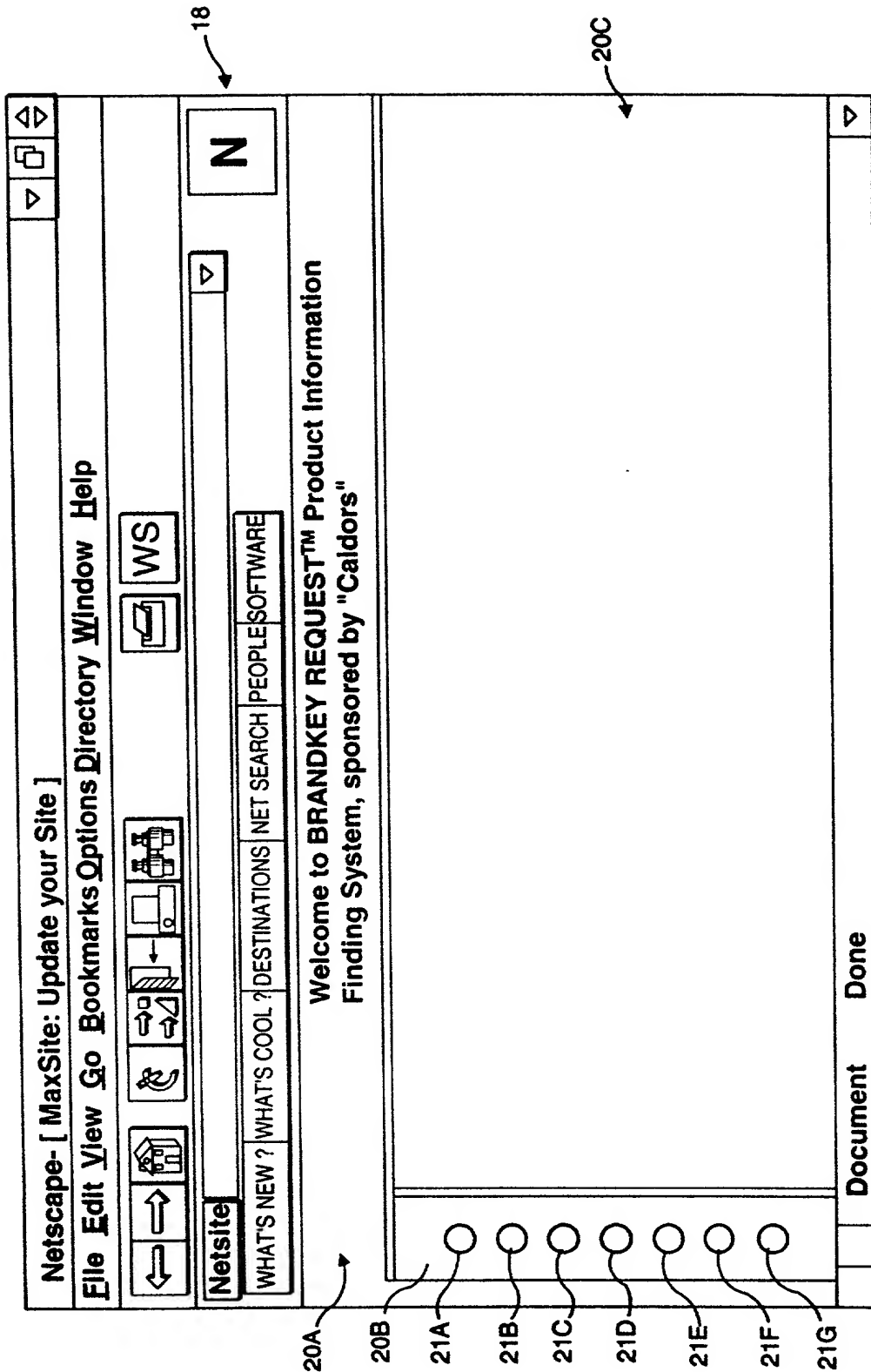


FIG. 3C

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| IP / SN | REGISTRANT'S NAME AND ADDRESS | PRODUCT DESCRIPTION | UNIFORM RESOURCE LOCATOR (URL) | TRADE/ SERVICE MARKS | e-mail ADDRESS | CPIR APPLETS | STATUS |
|---------------------|---|-----------------------------------|---|----------------------------|-------------------|-----------------|-------------|
| 7/18908/17674/ 0 | APPLE COMPUTER, INC. CUPERTINO, CA. | POWER MAC 7600/120 COMPUTER | http://www.power.com/pc | POWER MAC | | | |
| | | | | | | | |
| 0/373/100/6 | PROCTOR & GAMBLE | TOOTH PASTE | http://www.tooth.com/pc | CREST | | | |
| 3/12547/68404/ 0 | WARNER WELCOME | ACID REDUCER | http://www.zantac.com/pc | ZANTAC ZANTAC 75 | | | |
| | | | | | | | |
| | | | | | | | |
| 0/00005/17643/ 4 | KODAK, INC. | FILM PROCESSING | http://www.kodak.com/pc | KODAK | | | |
| | | | | | | | |
| | | | | | | | |
| • • • | • • • | • • • | • • • | • • • | • • • | • • • | • • • |
| 0/27242/51057/ 9 | SONY, INC. | PERSONAL COMPUTER | http://www.sony.com/pc | SONY | | | |

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLT LIBRARY

FIG. 4A1

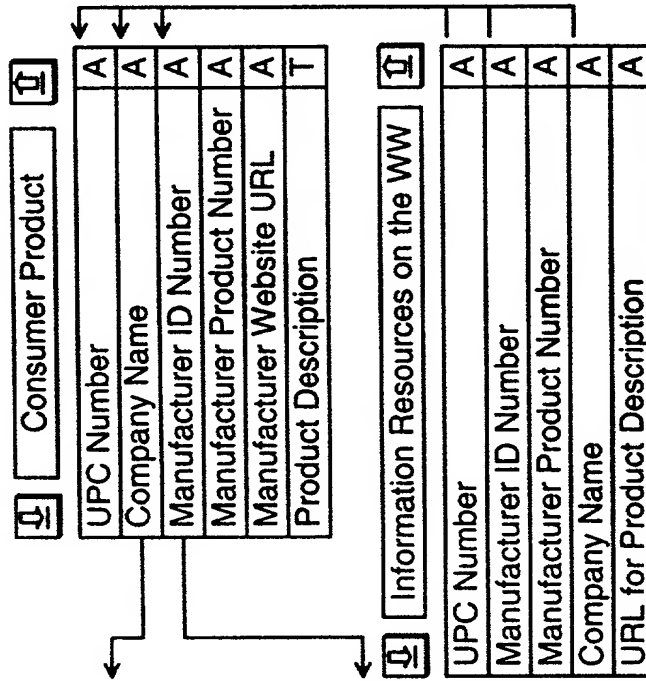
| URL _i | PRODUCT SPECIFICATION INFORMATION FIELD | PRODUCT UPDATE INFORMATION FIELD | PRODUCT WARRANTY / SERVING INFORMATION FIELD | PRODUCT INCENTIVE INFORMATION FIELD | PRODUCT REVIEW INFORMATION FIELD | MISCELLA- NEOUS INFORMATION FIELD | PRODUCT ADVERTI- SEMENT INFORMATION FIELD |
|------------------|--|---|--|--|---|--|---|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| • • • | • • • | • • • | • • • | • • • | • • • | • • • | • • • |
| | | | | | | | |

FIG. 4A2

| IP / SN | REGISTRANT'S NAME AND ADDRESS | PRODUCT DESCRIPTION | TRADE/SERVICE MARKS | E-MAIL ADDRESS | STATUS |
|-----------------|-------------------------------------|-------------------------|------------------------|-------------------|--------|
| | | | | | |
| 7/05089/37460/7 | NETSCAPE COMMUNICATIONS CORP. | INTERNET NAVIGATOR | NETSCAPE, NAVIGATOR | | |
| | | | | | |
| | | | | | |
| 0/30000/01020/4 | QUAKER, INC. | OATMEAL | QUAKER | | |
| 0/496/390/1 | COLA COLA, INC. | COCA SODA | COCA - COLA, COKE | | |
| | | | | | |
| 0/7599/24245/2 | WARNER BROS. | PAT METHANY AUDIO CD | GEFFEN | | |
| | | | | | |
| : | : | : | : | : | : |
| : | : | : | : | : | : |
| | | | | | |

FIG. 4B

| Manufacturer | |
|--------------------------|--|
| Company Name | |
| Street Address | |
| City | |
| State | |
| Postal Code | |
| Country | |
| Manufacturer ID Number | |
| Contact Person | |
| Phone Number | |
| E-Mail | |
| Domain Name | |
| Website Creation Date | |
| Website Existence | |
| Manufacturer Website URL | |



| Manufacturer | |
|--------------------------|---|
| Company Name | A |
| Street Address | A |
| City | A |
| State | A |
| Postal Code | A |
| Country | A |
| Manufacturer ID Number | A |
| Contact Person | A |
| Phone Number | A |
| E-Mail | A |
| Domain Name | A |
| Website Creation Date | D |
| Website Existence | A |
| Manufacturer Website URL | A |

FIG. 4C1

FIG. 4C

| Consumer Product |
|-----------------------------|
| UPC Number |
| Company Name |
| Manufacturer ID Number |
| Manufacturer Product Number |
| Manufacturer Website URL |
| Product Description |
| Primary Trademark |
| Secondary Trademark |
| Package Type |
| UPC Symbol Type |
| Website Marking on Package |
| 800 Consumer Phone Number |

FIG. 4C2

| Info. Resources on WWW |
|---------------------------------|
| UPC Number |
| Manufacturer ID Number |
| Manufacturer Product Number |
| Company Name |
| URL For Product Description |
| URL For Product Manual |
| URL For Warranty Service |
| URL For WWW Advertisement |
| URL For WWW Advertisement |
| URL For WWW Advertisement |
| URL For Product Wholesaler |
| URL For Product Wholesaler |
| URL For Product Wholesaler |
| URL For Product Retailer No.1 |
| URL For Product Retailer No.2 |
| URL For Product Retailer No.3 |
| URL For Direct Product Purchase |
| URL For Complementary Product |
| URL For Complementary Product |
| URL For Complementary Product |
| URL For Company Annual Report |
| URL For Company Stock Purchase |

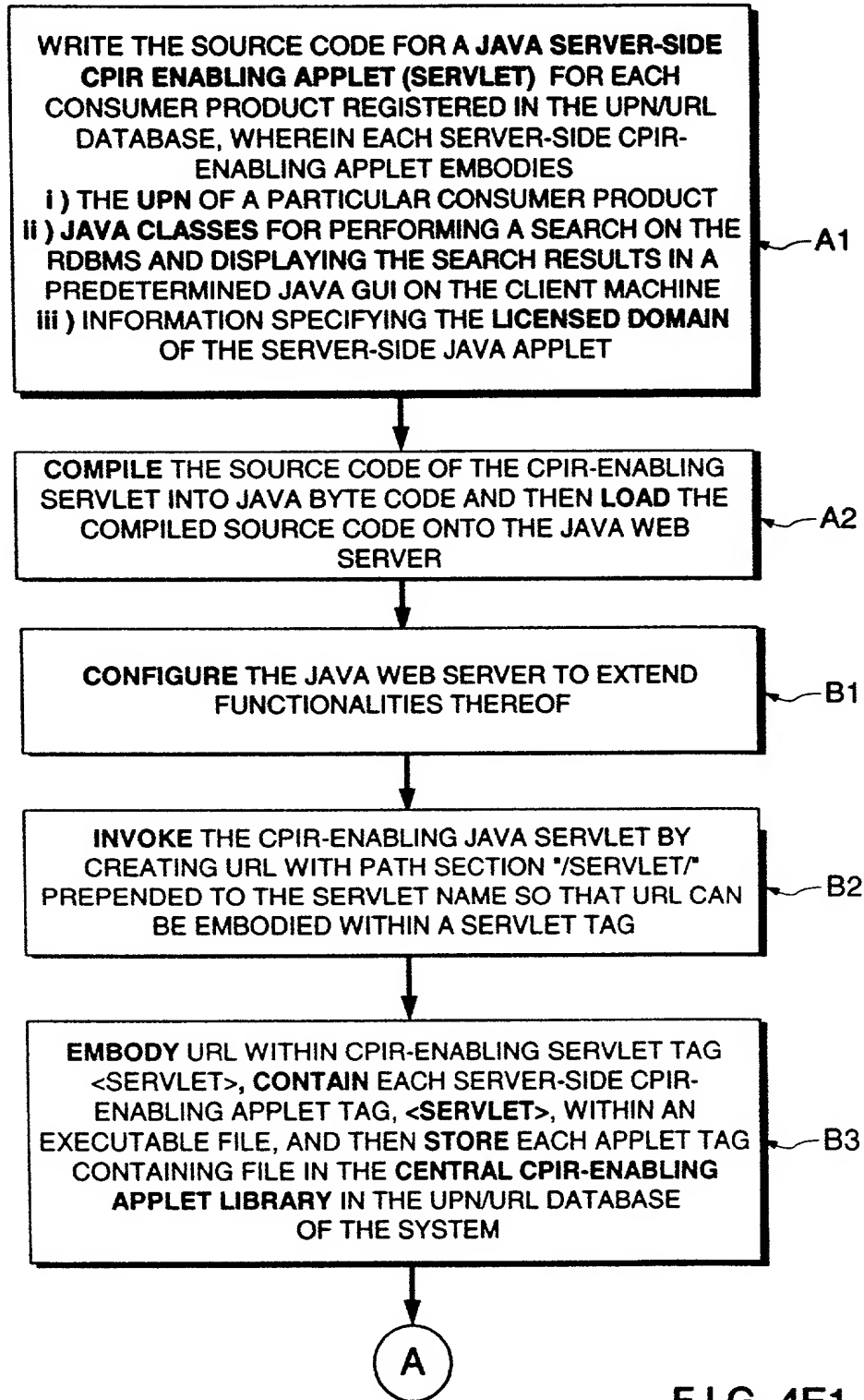
FIG. 4C3

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| RETAILER |
|--------------------------|
| Company Name |
| Street Address |
| City |
| State |
| Postal Code |
| Country |
| Manufacturer ID Number |
| Contact Person |
| Phone Number |
| E-Mail |
| Domain Name |
| Website Creation Date |
| Website Existence |
| Manufacturer Website URL |
| Manufacturer No. 1 |
| Manufacturer No. 2 |
| Manufacturer No. 3 |
| Manufacturer No. 4 |
| Manufacturer No. 5 |
| Manufacturer No. 6 |
| Manufacturer No. 7 |
| Manufacturer No. 8 |
| Manufacturer No. 9 |
| Manufacturer No. 10 |
| ⋮ |
| Manufacturer No. N |

FIG. 4D

10059078.012802



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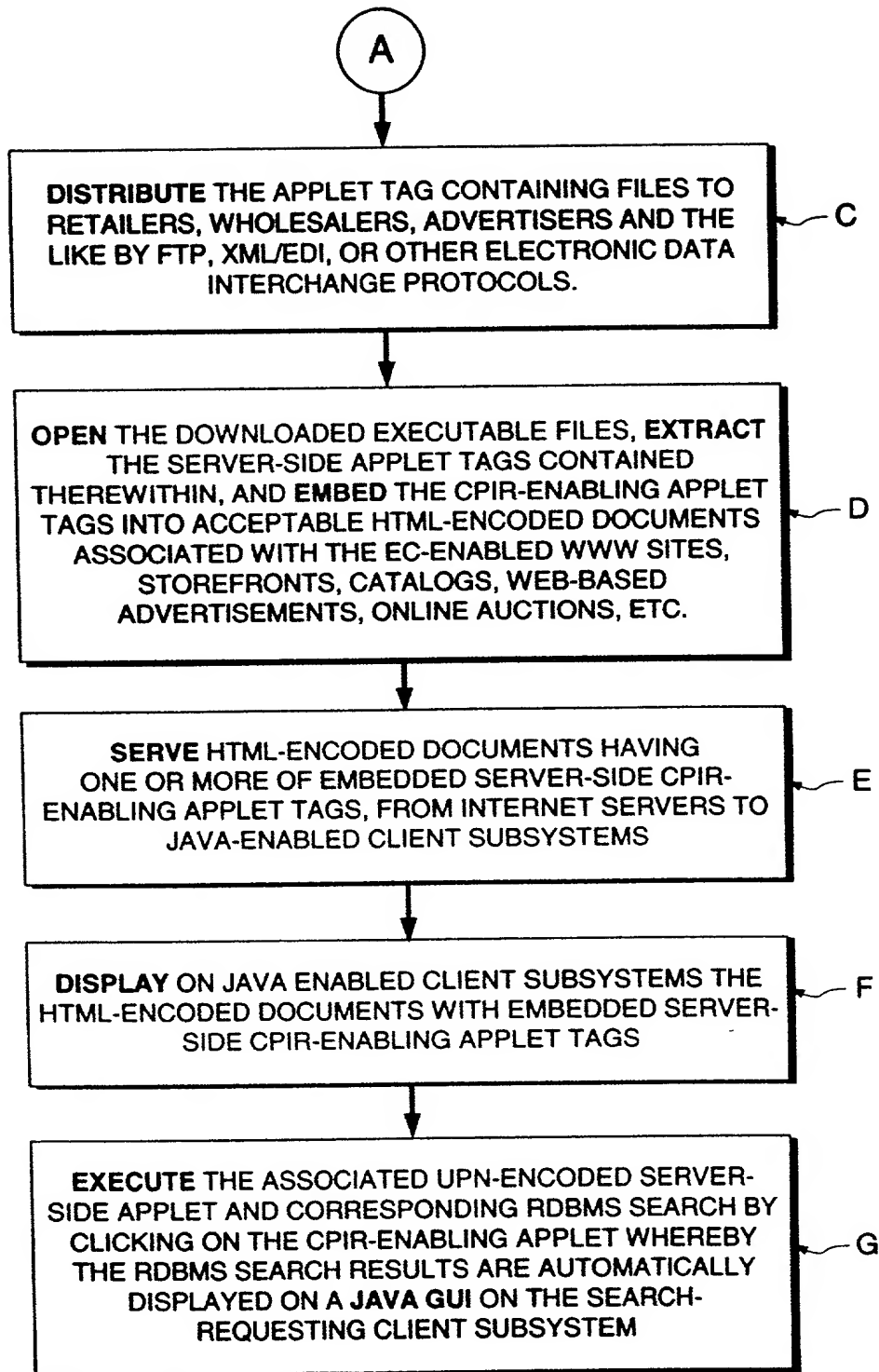


FIG. 4E2

1055073-012003

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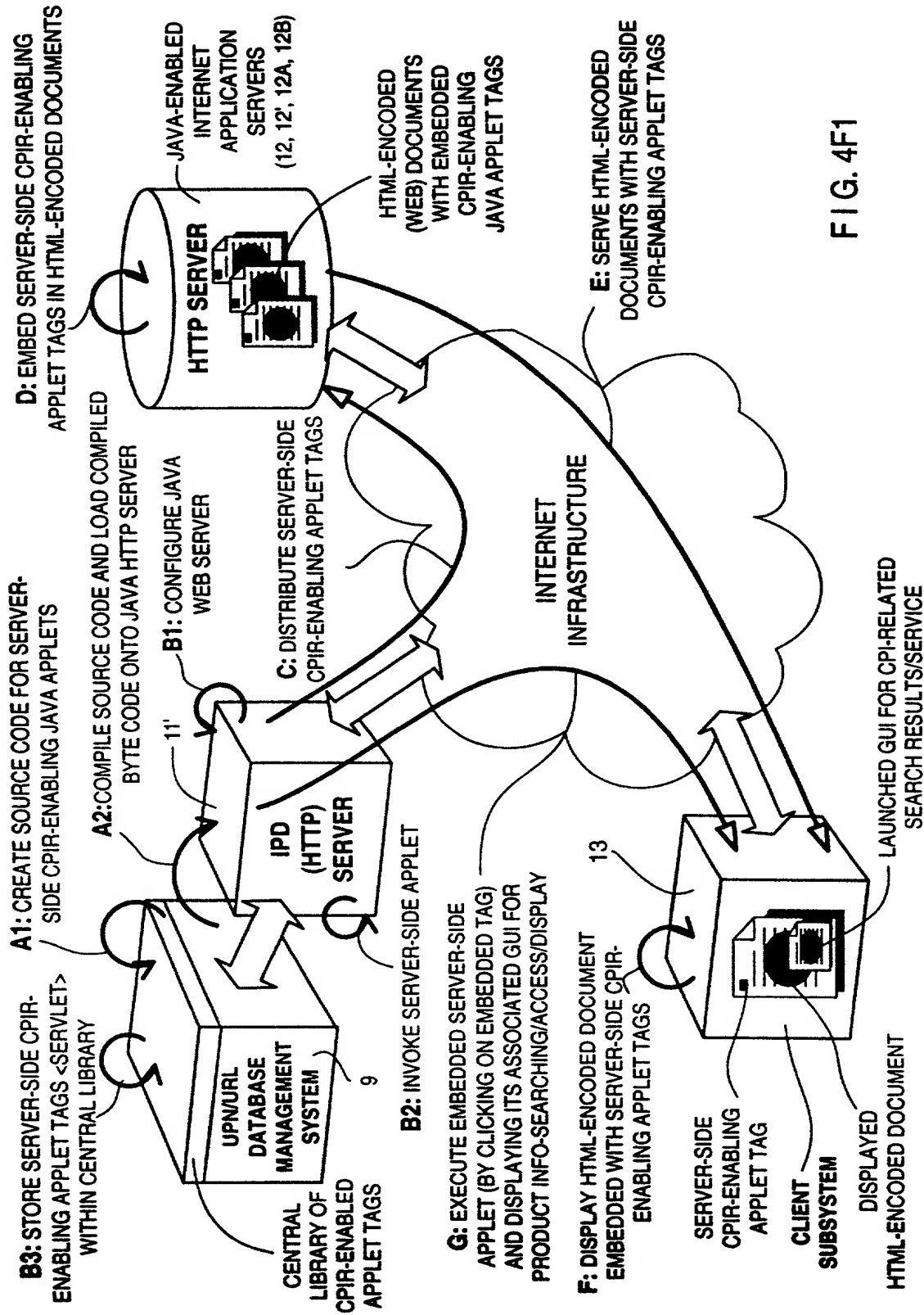


FIG. 4F1

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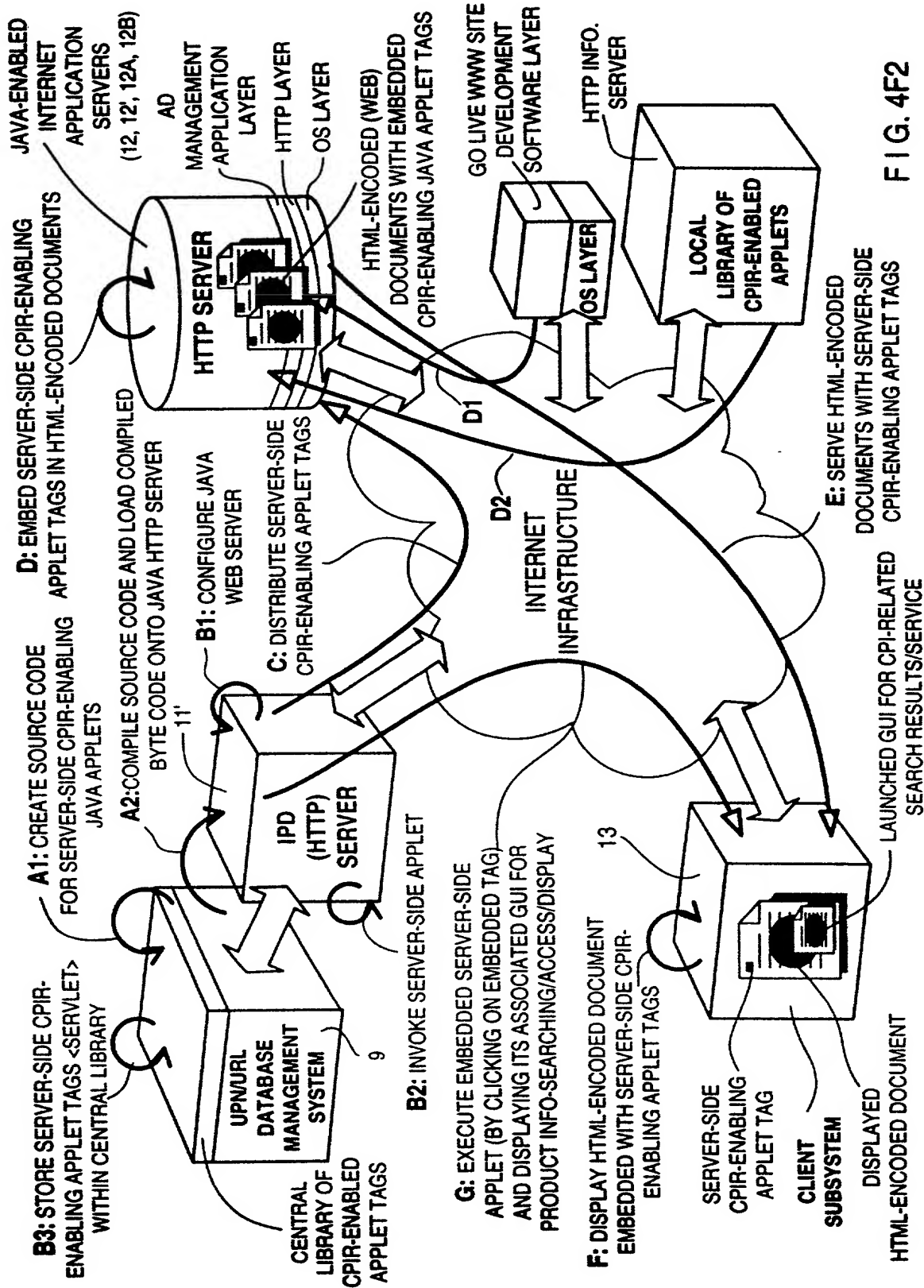


FIG. 4F2

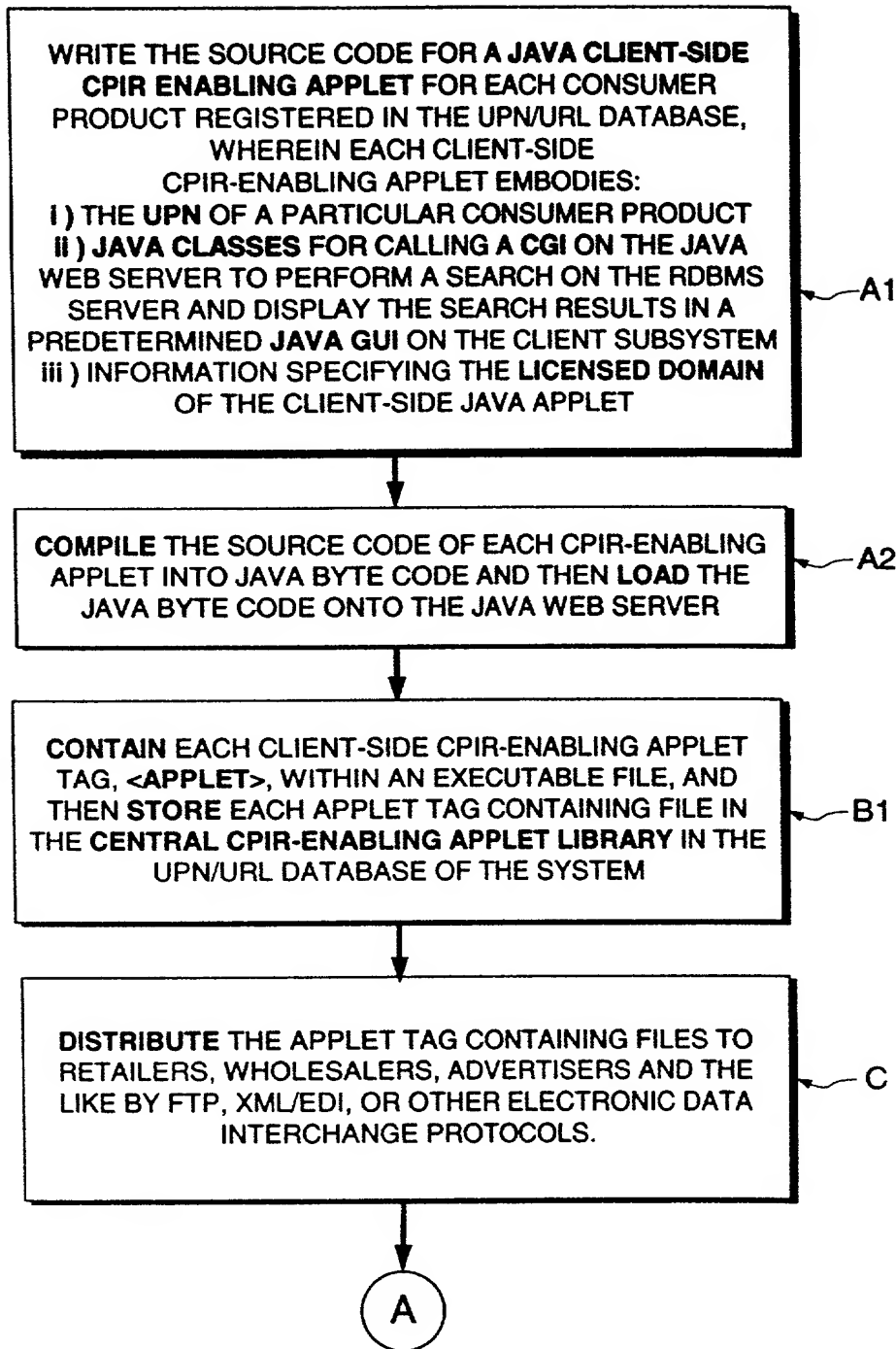


FIG. 4G1

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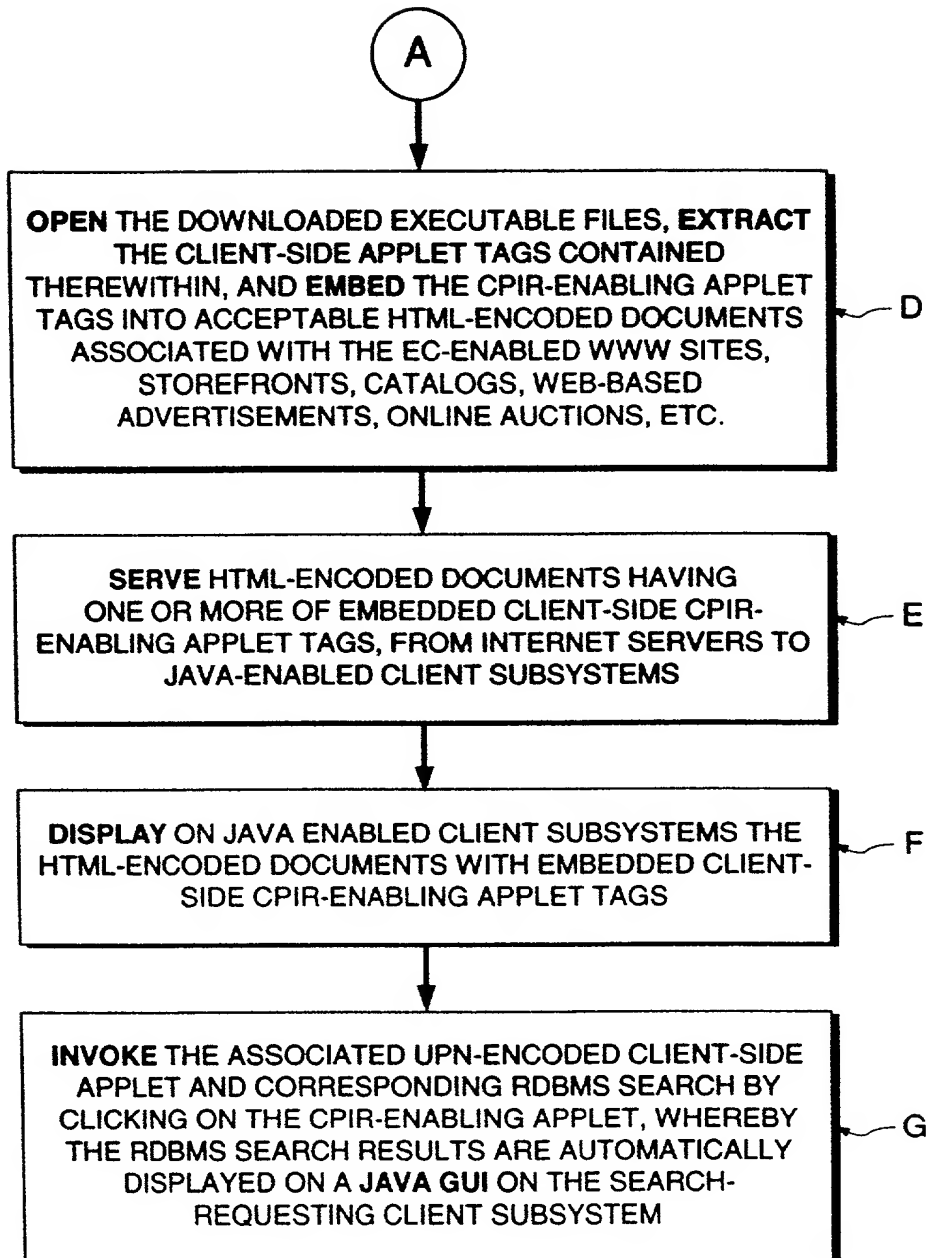


FIG. 4G2

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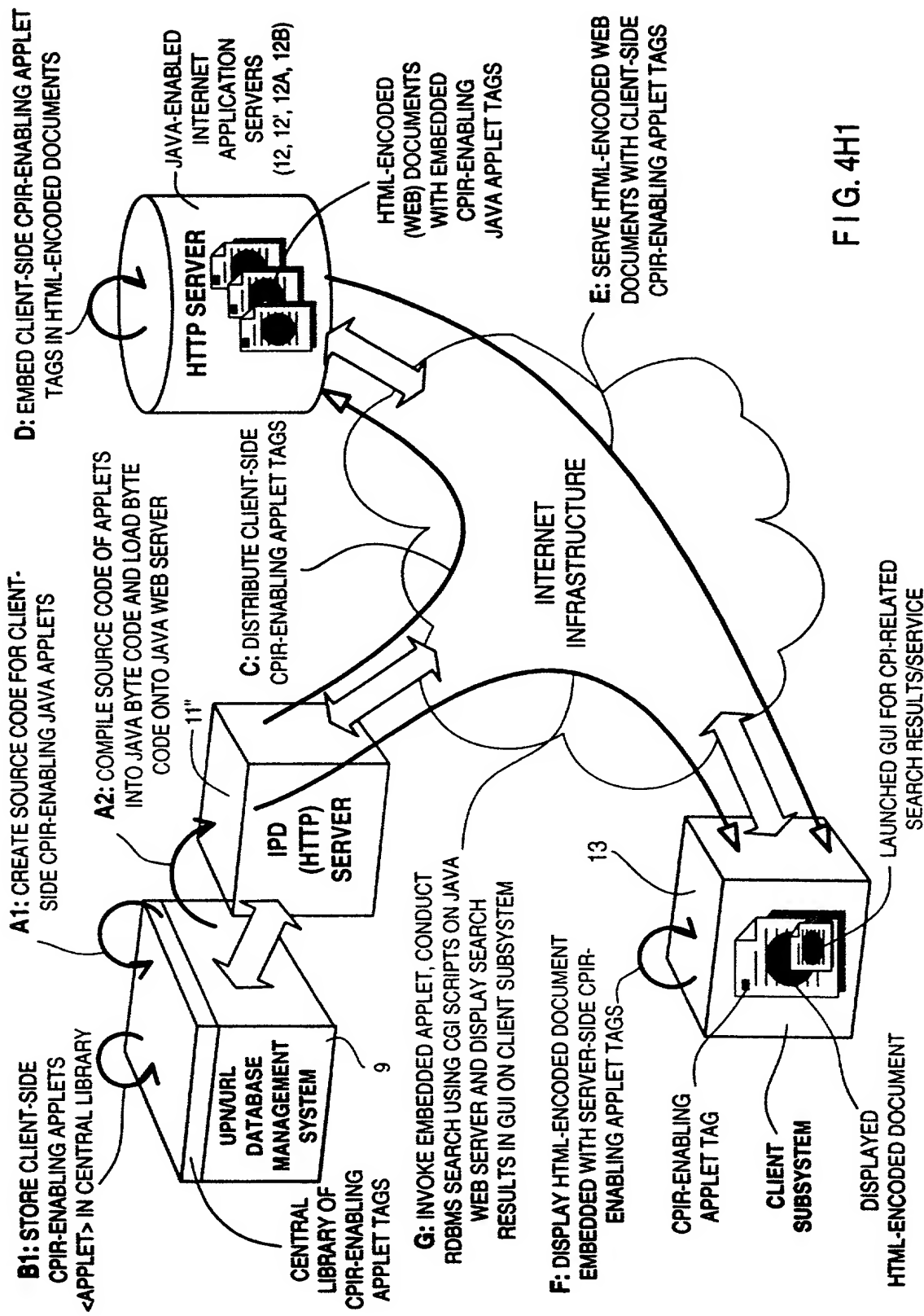


FIG. 4H1

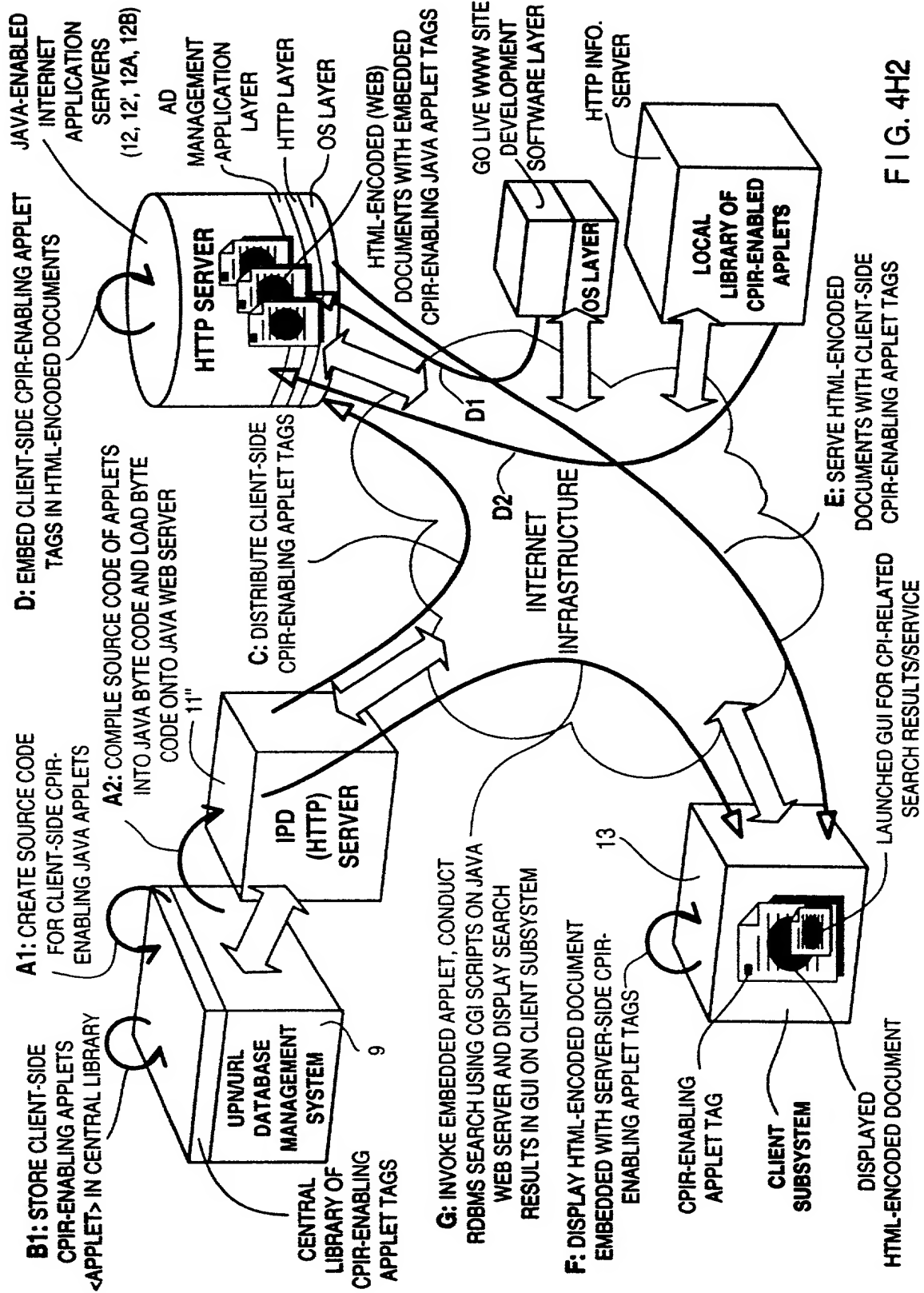


FIG. 4H2

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WRITE THE SOURCE CODE FOR A **JAVA CLIENT-SIDE CPIR ENABLING APPLET** FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:

- i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
- ii) **JAVA CLASSES** FOR CREATING A **SOCKET CONNECTION** BETWEEN THE CLIENT SYSTEM AND JAVA WEB SERVER AND TO PERFORM A SEARCH ON THE RDBMS SERVER, AND DISPLAYING THE SEARCH RESULTS IN A PREDETERMINED **JAVA GUI** ON THE CLIENT SUBSYSTEM
- iii) INFORMATION SPECIFYING THE **LICENSED DOMAIN** OF THE CLIENT-SIDE JAVA APPLET

A1

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN **LOAD** THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

A2

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN **STORE** EACH APPLET TAG CONTAINING FILE IN THE **CENTRAL CPIR-ENABLING APPLET LIBRARY** IN THE UPN/URL DATABASE OF THE SYSTEM

B1

DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

C

A

FIG. 411

20020708.012300

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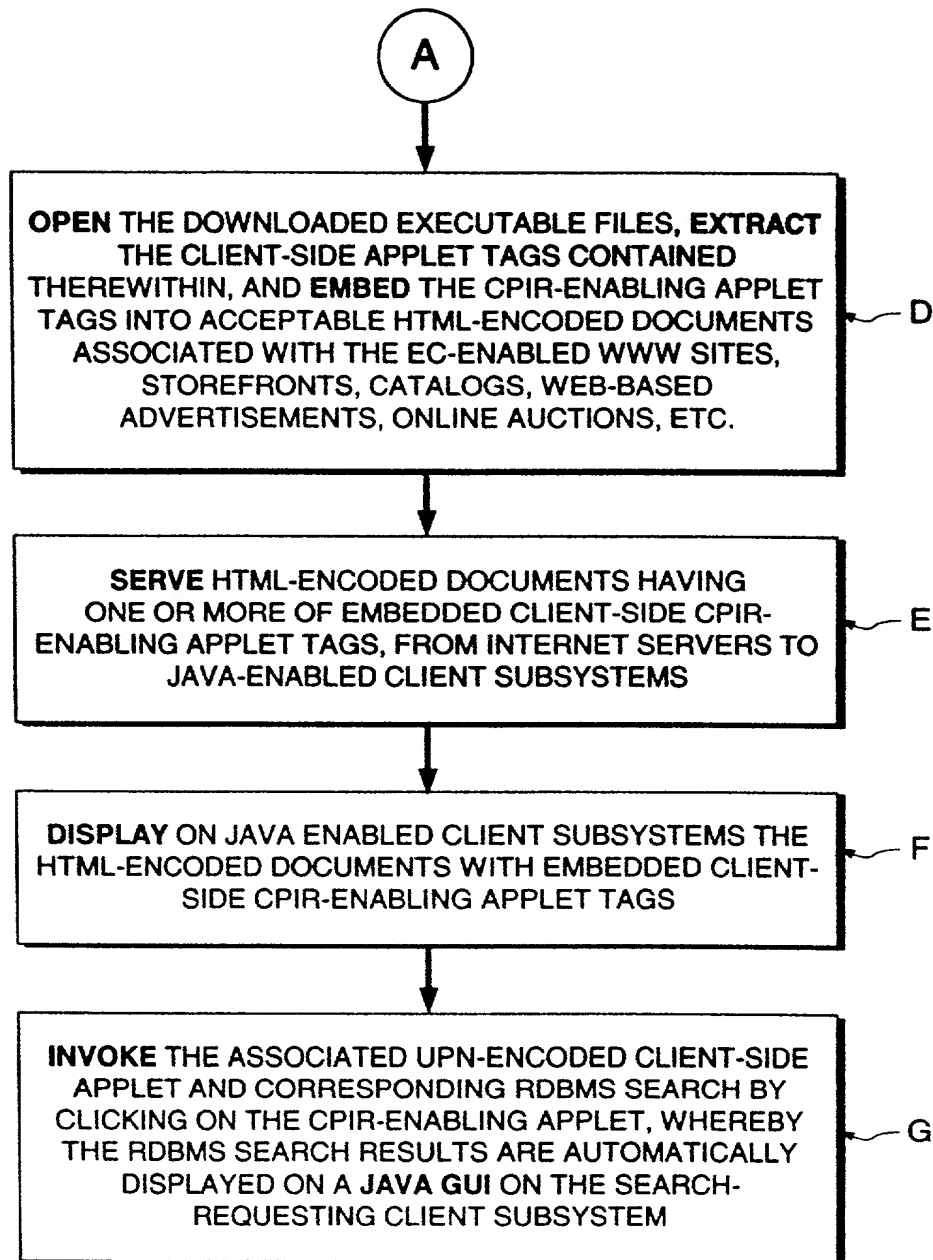


FIG. 412

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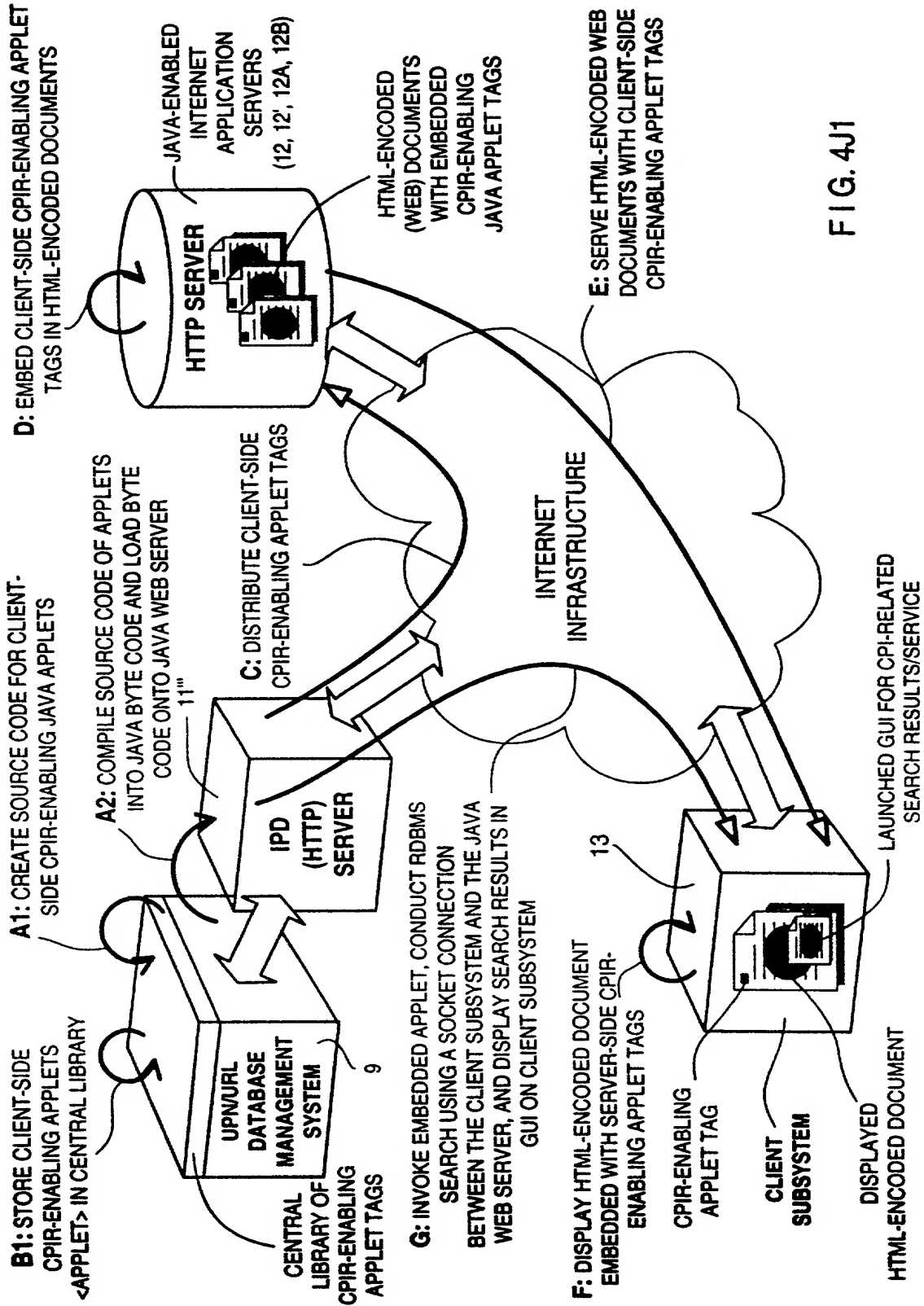


FIG. 4J1

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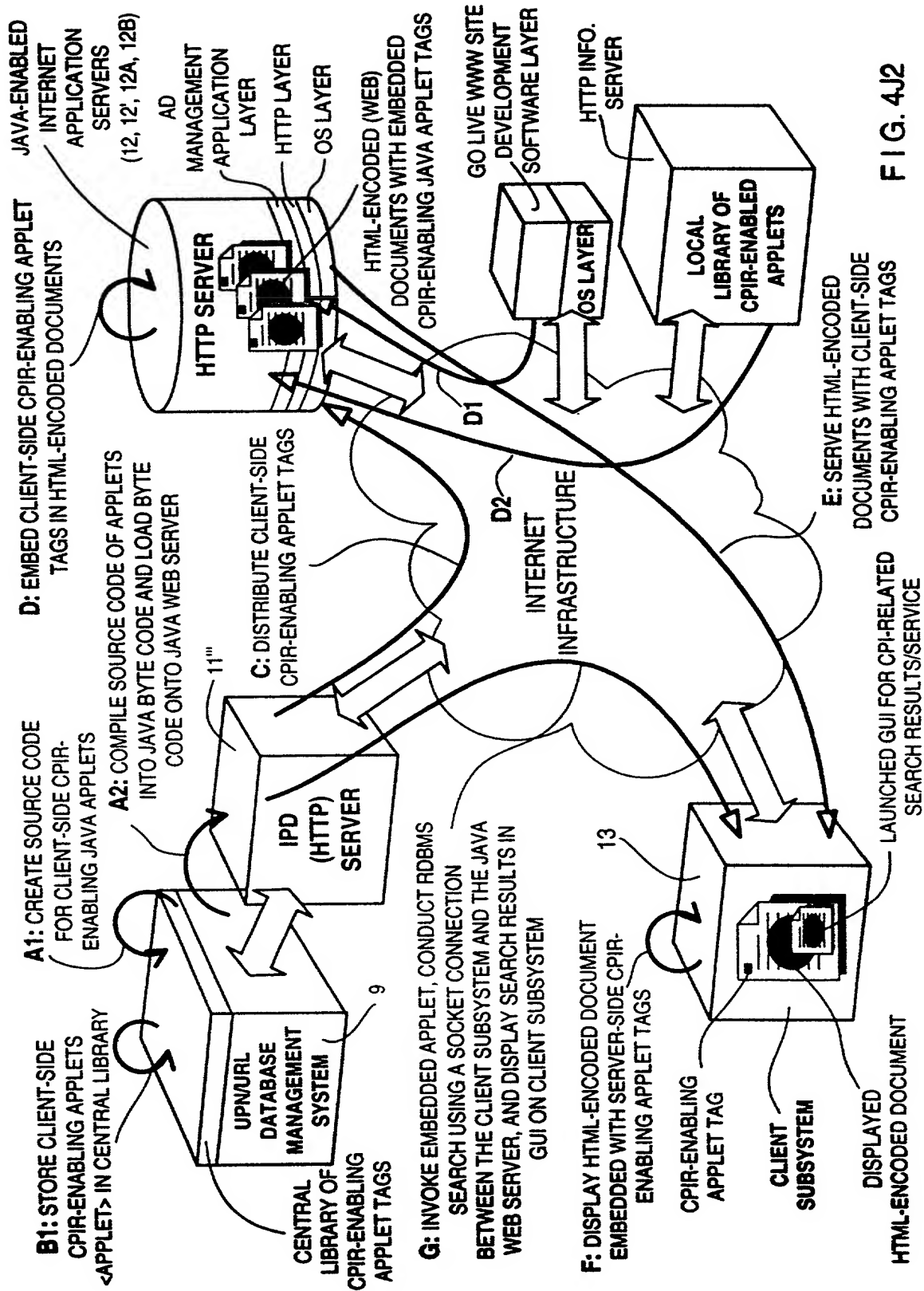


FIG. 4J2

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WRITE THE SOURCE CODE FOR A **JAVA CLIENT-SIDE CPIR ENABLING APPLLET** FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLLET EMBODIES:
i) THE **UPN** OF A PARTICULAR CONSUMER PRODUCT
ii) **JAVA CLASSES** FOR CALLING AN **RMI** ON THE **JAVA WEB SERVER** TO PERFORM A SEARCH ON THE **RDBMS SERVER** AND DISPLAY THE SEARCH RESULTS IN A **PREDETERMINED JAVA GUI** ON THE **CLIENT SUBSYSTEM**
iii) INFORMATION SPECIFYING THE **LICENSED DOMAIN** OF THE CLIENT-SIDE **JAVA APPLLET**

A1

COMPILE THE SOURCE CODE OF EACH **CPIR-ENABLING APPLLET** INTO **JAVA BYTE CODE** AND THEN **LOAD** THE **JAVA BYTE CODE** ONTO THE **JAVA WEB SERVER**

A2

CONTAIN EACH CLIENT-SIDE **CPIR-ENABLING APPLLET TAG, <APPLLET>**, WITHIN AN **EXECUTABLE FILE**, AND THEN **STORE** EACH **APPLLET TAG CONTAINING FILE** IN THE **CENTRAL CPIR-ENABLING APPLLET LIBRARY** IN THE **UPN/URL DATABASE** OF THE **SYSTEM**

B1

DISTRIBUTE THE **APPLLET TAG CONTAINING FILES** TO **RETAILERS, WHOLESALERS, ADVERTISERS** AND THE **LIKE** BY **FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS**.

C

A

FIG. 4K1

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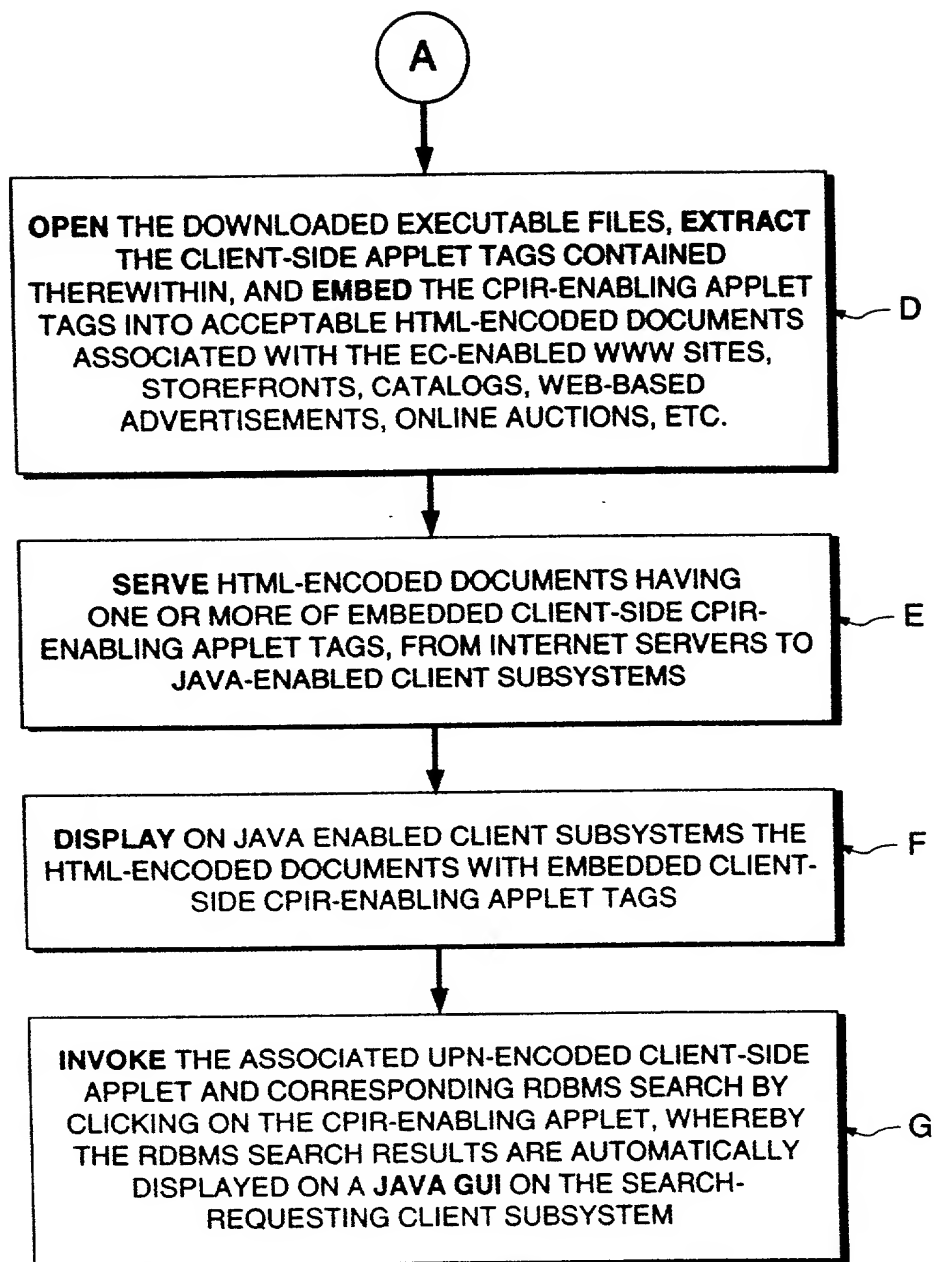


FIG. 4K2

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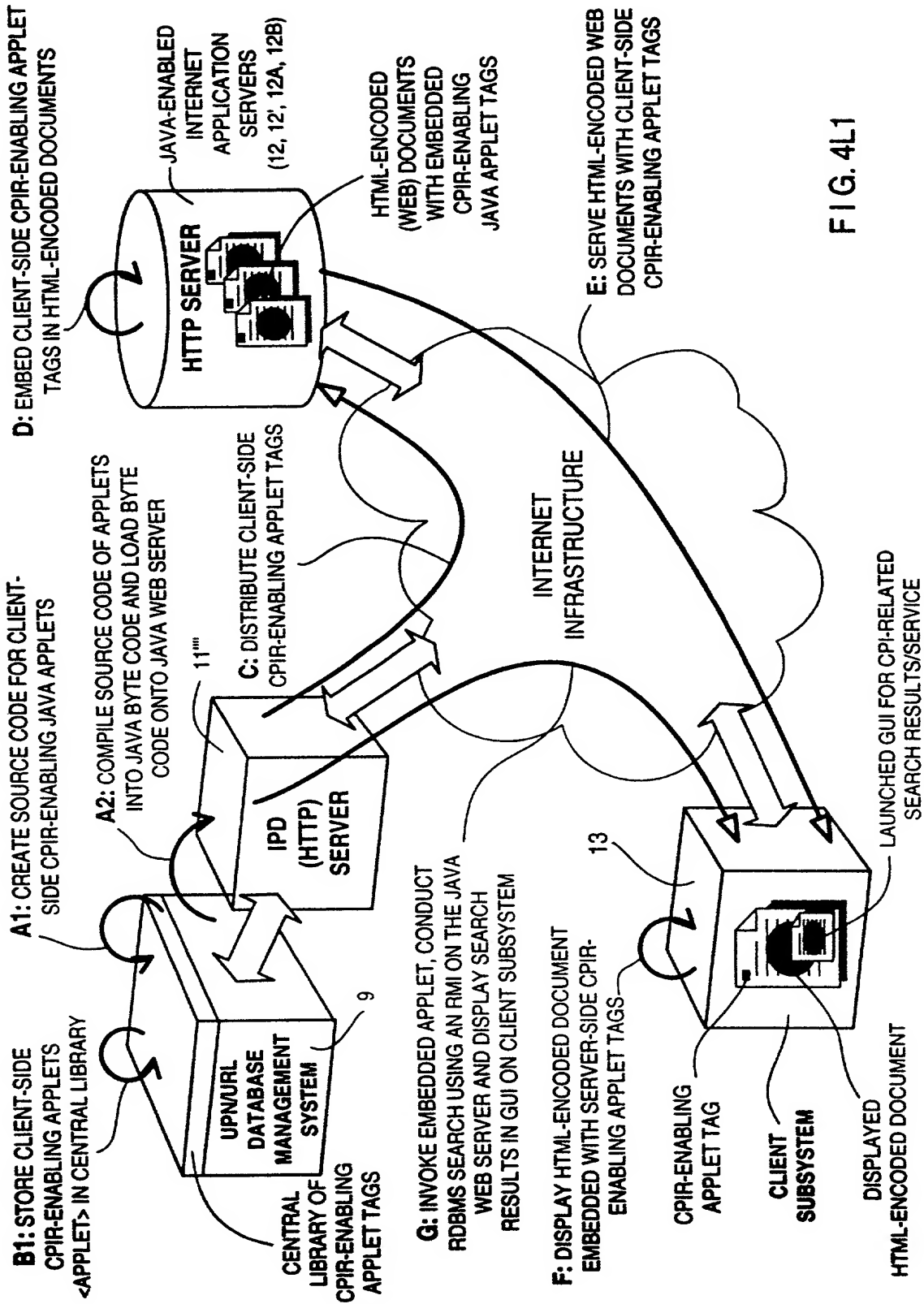


FIG. 4L1

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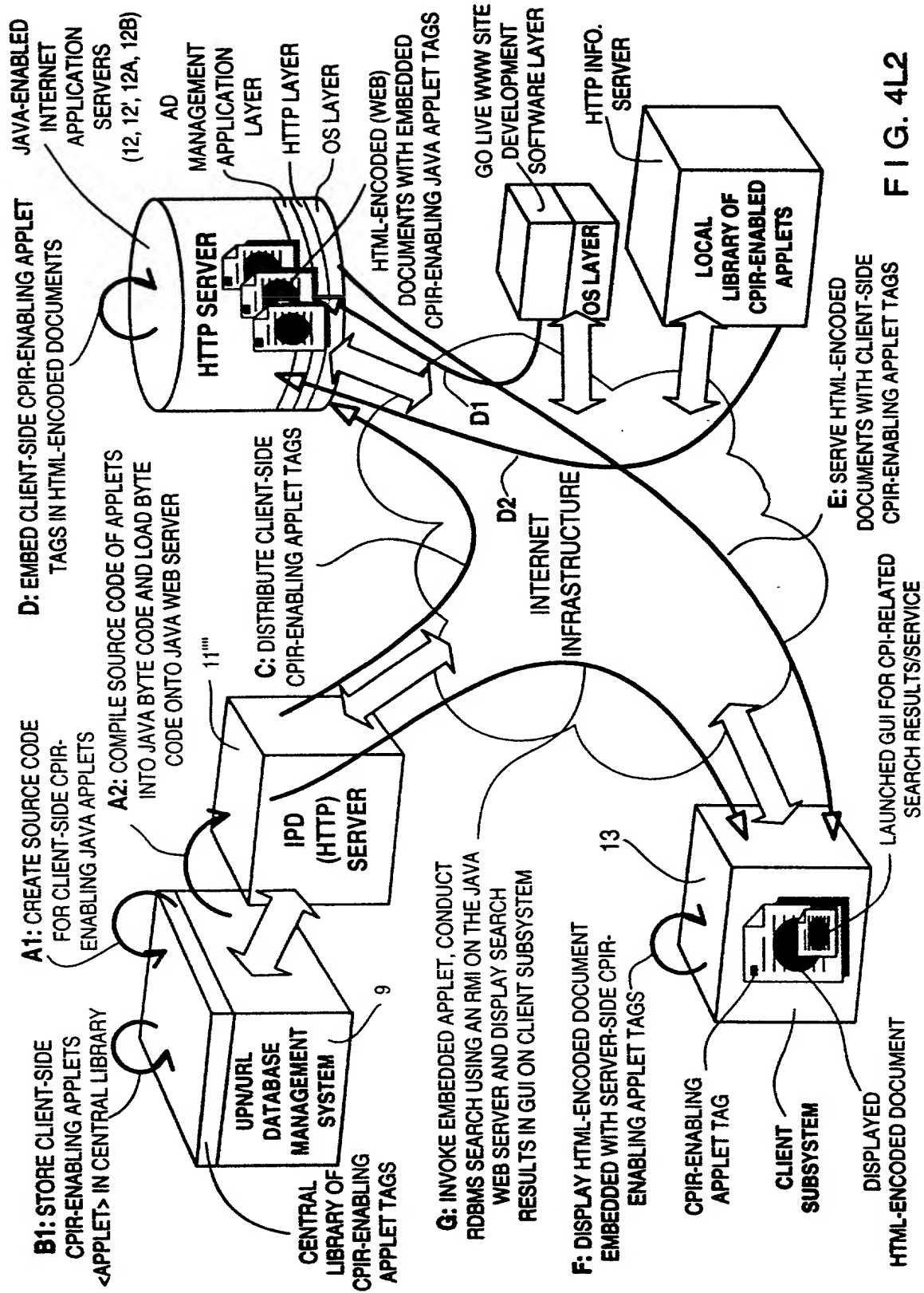


FIG. 4L2

Yahool Netscape

2

Forward Power Home Location

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

CENTRAL LIBRARY OF CPIR-ENABLING APPLETS

| | | | | |
|----------------------|--------------|--------------------|------------------|------------------------|
| BrandKey Request™ | UPC No. | Trademark | Manufacturer No. | Download |
| Trademark™ | 0000000000 | Power Mac Computer | 0000000000 | Click Here to Download |
| Home-Page™ | | | | |
| Product Description™ | 111111111111 | Sony | 1111111111111111 | |
| Brandlinx™ | | | | |
| Send-It-Home™ | 2222222222 | J. Crew | 22222222222222 | |
| | | | | |
| | | | | |

FIG. 4M1

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BOX

File

Vendor

124154612049

Product

BLASSPORT

Vendor

124154612049

Product

BLASSPORT

Blasport by Bill Blas. 100% spun silk, mock turtleneck in colors to match our plum blazer. Soft fine-gauge rib knit, fully fashioned. Hand Wash. Imported. Available in 8 colors.

100

FIG. 4M2

Yahoo! Netscape

2

My Yahoo! ?

Personalize What's New Check Email

Yahoo! Mail
free email for life

Help
BRANDNEW! REQUEST THE CENTRAL
Free Information Search

GO

advanced search
Pick your
domain free

Hardtop
OR TOPLESS?

Yahoo! Shopping - Computers, Videos, DVDs, CDs, Toys, Electronics and more

Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - China
Mail - Calendar - Messenger - Companion - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...

| | | |
|--|---|--|
| <p>Arts & Humanities Literature, Photography</p> <p>Business & Economy Companies, Finance, Jobs</p> <p>Computers & Internet Internet, WWW, Software, Games</p> <p>Education College and University, K-12</p> | <p>News & Media Full Coverage, Newspapers, TV...</p> <p>Recreation & Sports Sports, Travel, Autos, Outdoors...</p> <p>Reference Libraries, Dictionaries, Quotations...</p> <p>Regional Countries, Regions, US States...</p> | <p>In the News Millions w/o food in India McKinney jailed for life for Shepard murder Seattle gunmen still loose Giant dinosaur discovered more...</p> <p>Marketplace Y! Auctions - Pokemon, Hello Kitty, Shag Y! Travel - plan your</p> |
|--|---|--|

FIG. 4N1

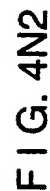


FIG. 4N2

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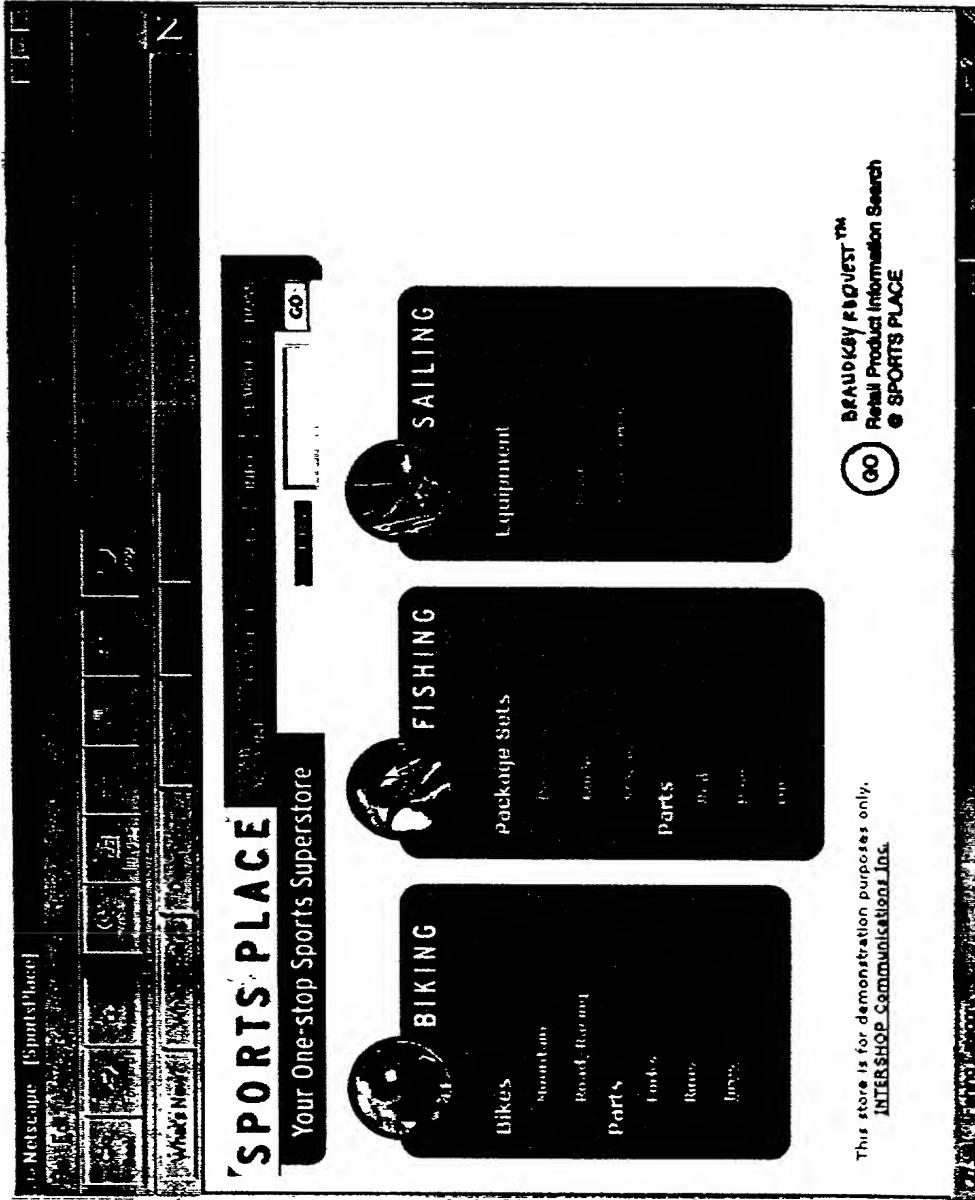


FIG. 401

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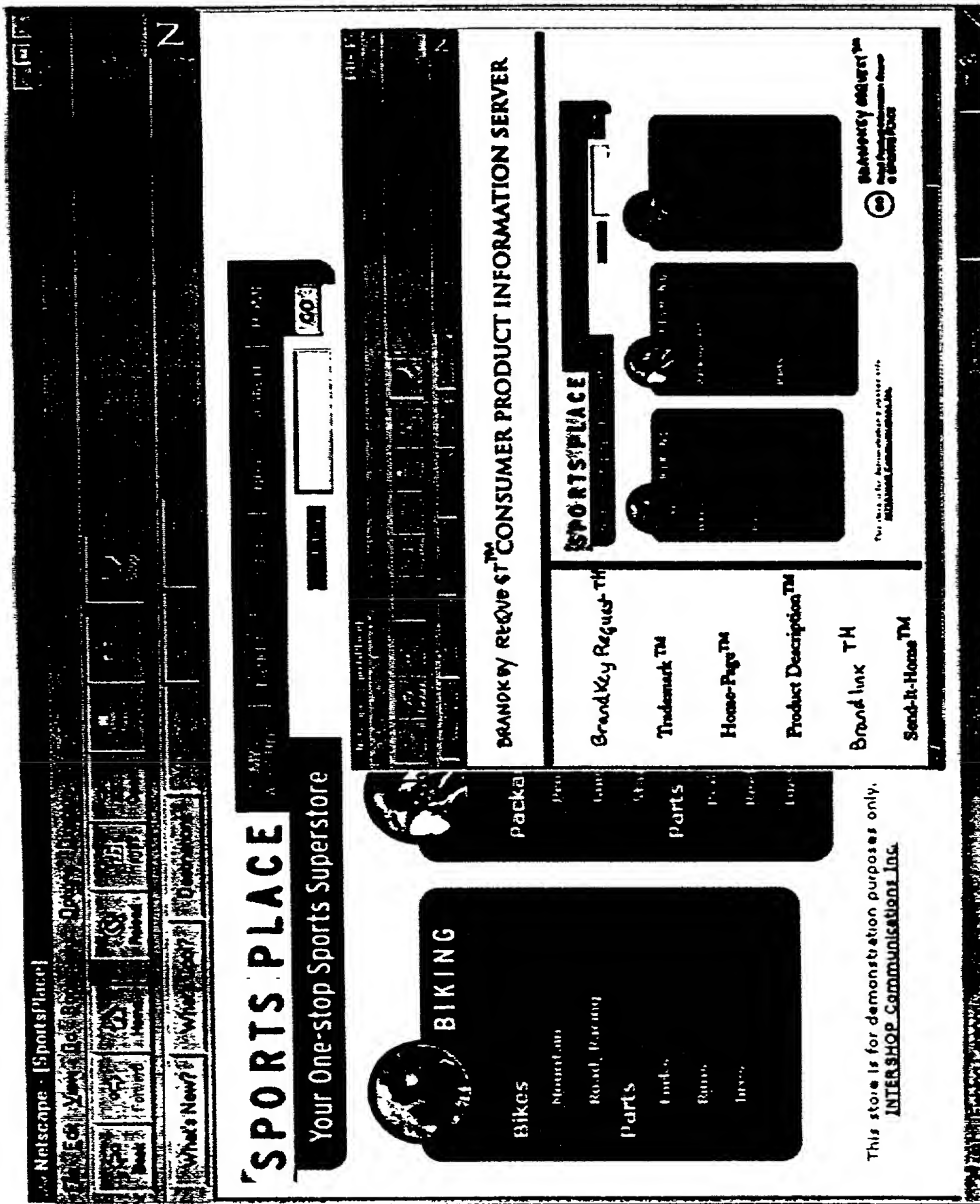


FIG. 402

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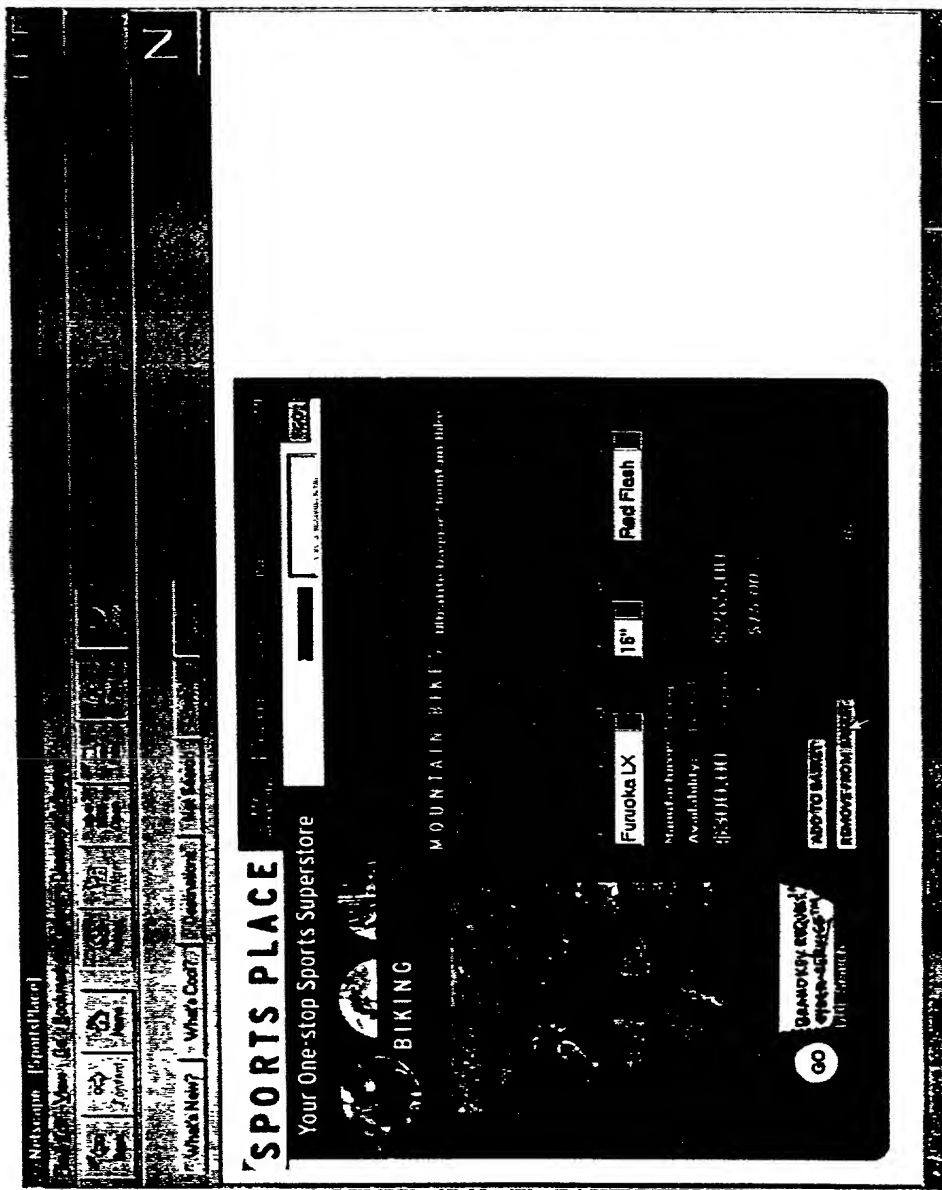


FIG. 4P1

208210"82065001

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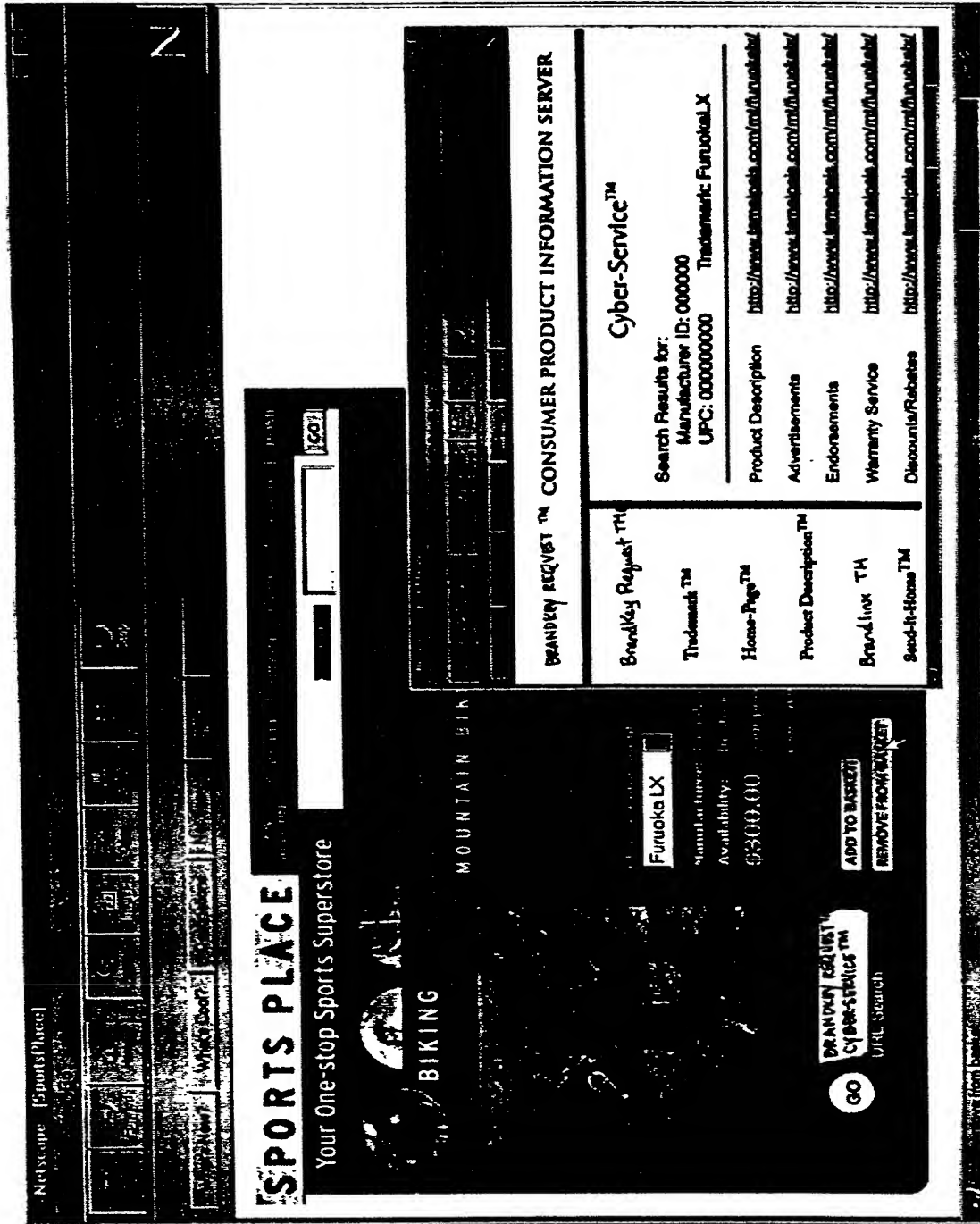


FIG. 4P2

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[Home](#) | [my eBay](#) | [Site Map](#)

[Browse](#) | [Sell](#) | [Services](#) | [Search](#) | [Help](#) | [Community](#)

[What's New?](#) | [What's Hot?](#) | [What's Cheap?](#) | [What's New?](#)

[categories](#)

[Automotive](#)
[Antiques \(70438\)](#)
[Books, Movies, Music \(120386\)](#)
[Coins & Stamps \(119717\)](#)
[Collectibles \(971907\)](#)
[Computers \(98667\)](#)
[Dolls, Figures \(82363\)](#)
[Great Collections \(new\)](#)
[Jewelry, Gemstones \(129333\)](#)
[Photo & Electronics \(37144\)](#)
[Pottery & Glass \(18057\)](#)
[Sports Memorabilia \(140632\)](#)
[Toys, Bean Bag Cush \(397736\)](#)
[Miscellaneous \(307475\)](#)
[all categories...](#)

[what are you looking for?](#)

[GO](#)

[BEANOKEY REQUEST CENTRAL](#)
[Product Information Search](#)

[Sell your Item](#)

[Get news](#)
[chat](#)

[Register](#)
[It's free and fun](#)

[New to eBay?](#)
[How do I bid?](#)
[How do I sell?](#)
[Why eBay is safe](#)
[Register, it's free!](#)

[cool buyers](#)
[DiMaggio Auction](#)

[Welcome back Rosie!](#)
[Bid on items to benefit the For All Kids Foundation.](#)

[Fundraising at eBay.](#)
[Check it out!](#)

[Hop aboard our time](#)

[eBay](#)

[Apply](#)

FIG. 4Q1

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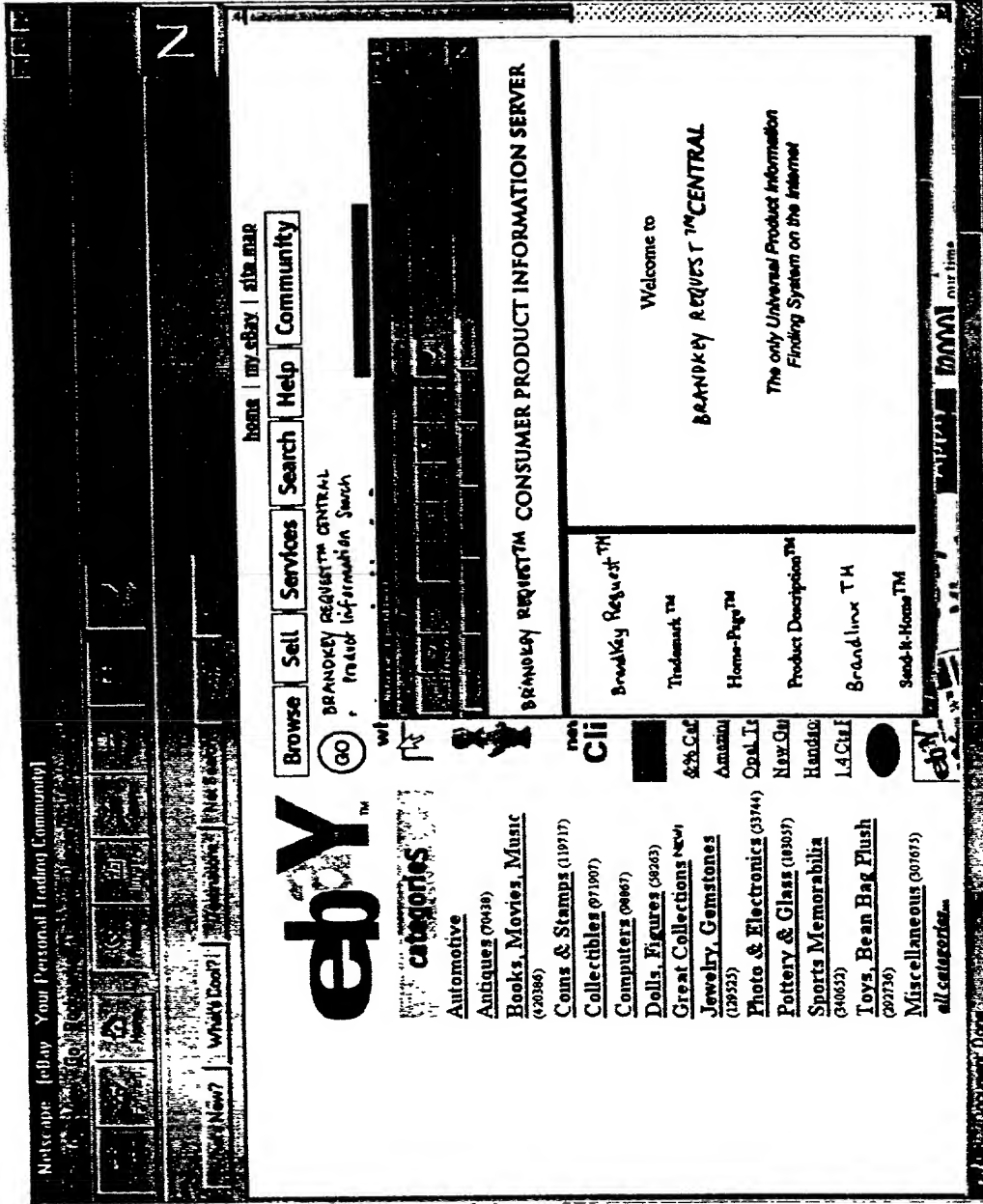


FIG. 4Q2

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[home](#) | [my eBay](#) | [site map](#)

[Browse](#) | [Sell](#) | [Services](#) | [Search](#) | [Help](#) | [Community](#)

[item view](#)

[BINARY REQUEST™](#)
[Cyber-Service™](#)
[URL Search](#)

NetScape: Tell us item 1990200099 (ends 11/07/99, 21 29 10 PST) In middle: Sony Mavica MVC-FDB1 10/24r/68H

Computers Digital Cameras

| | | | |
|-----------|------------------------|------------------------------------|-------------------------------|
| Currently | \$420.50 (reserve met) | First bid | \$2.00 |
| Quantity | 1 | # of bids | 12 (bid history) (with email) |
| Time left | 4 days, 7 hours + | Location | Milpitas, CA |
| Started | 10/31/99, 21 29 10 PST | EB (mail this auction to a friend) | |
| Ends | 11/07/99, 21 29 10 PST | (request a gift alert) | |
| | | Featured Category Auction | |

Seller

ias47 (10) ☆
 (view comments in seller's Feedback Profile) (view seller's other auctions) (ask seller a question)

High bid

alt: tees

Payment

Money Order/Cashiers Checks, Personal Checks. See item description for payment methods accepted

Shipping

Seller might ship to home country only. See item description for details. See item description for shipping charges

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted

FIG. 4R1

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FIG. 4R2

FIG. 4S1

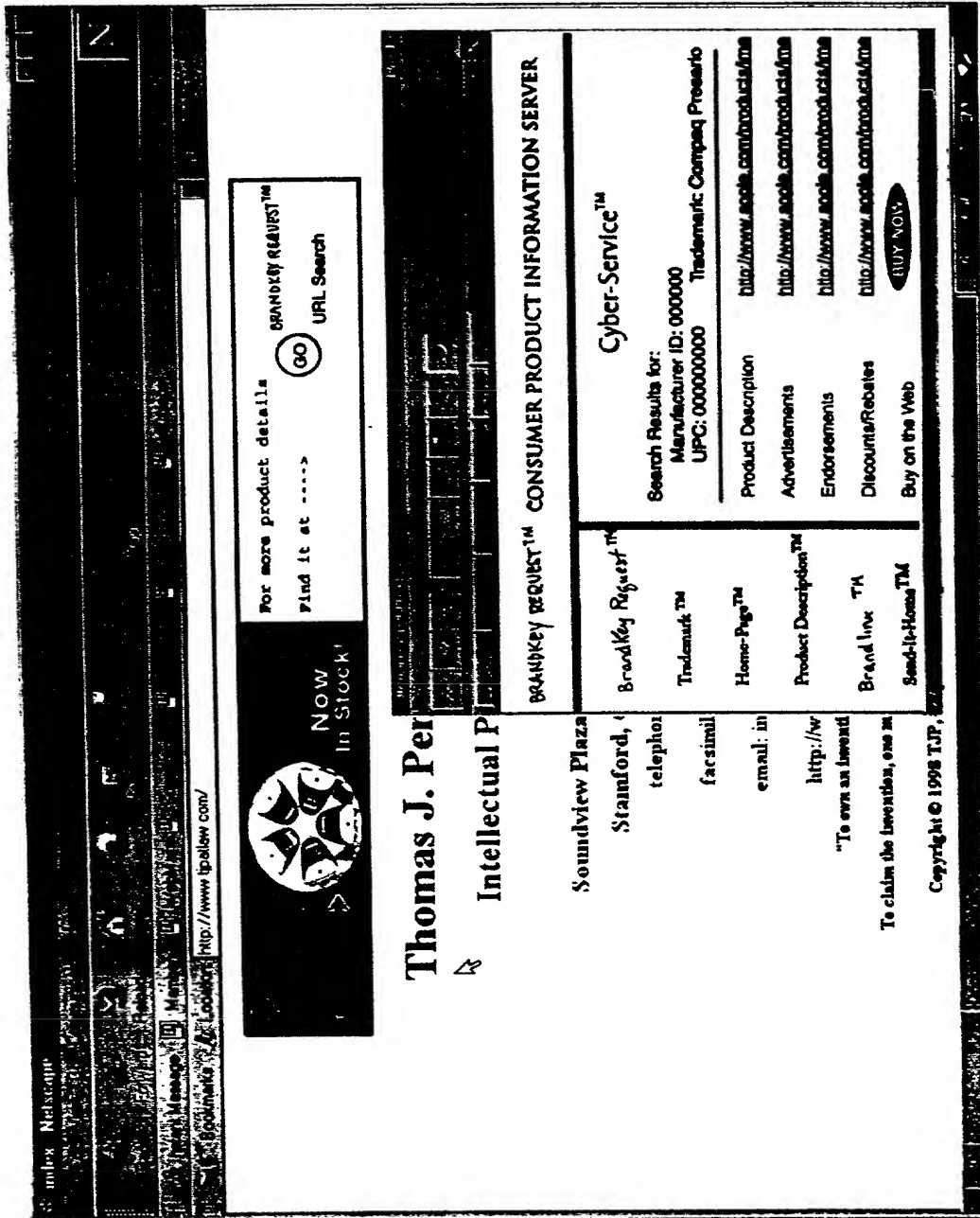


FIG. 4S2

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Mac Mail The Mail with it all! Netscape

Home Mail Message Members WebMail Shopping Cart

Business Home/Office MacMail Education Government Electronics Clearance

MacMail

up to **\$250 Cash Back!**
or 100% off a DVD Player

GO

SEARCH KEY REQUEST

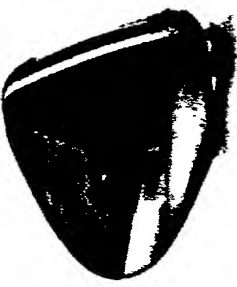

Search Products

Shop by Brand

Welcome to MacMail

Click here for top-selling Mac Software.

Home Shopping Cart Order Status Catalog Request

All-new recipe.
All-new ingredients.

- Fast, easy Internet access
- iMac has been resculpted so it's smaller, sleeker and more transparent
- plug-and-play digital video (DV models only)
- 350- or 400MHz PowerPC G3 processor
- ATI RAGE 128 VR 2D/3D accelerated graphics
- 64MB or 128MB of SDRAM; supports up to 512MB

Systems
 Desktop & Towers
 Notebooks
 Servers
 Handhelds

Hardware
 Accessories
 Books & Video
 Cables & Wiring
 CD & DVD
 Communications
 Controller Cards

(800) 328-2700
 E-mail
 Advantage
 Subscribe &

SONY
 Your e-mail
 Sign me up!

FIG. 4S3

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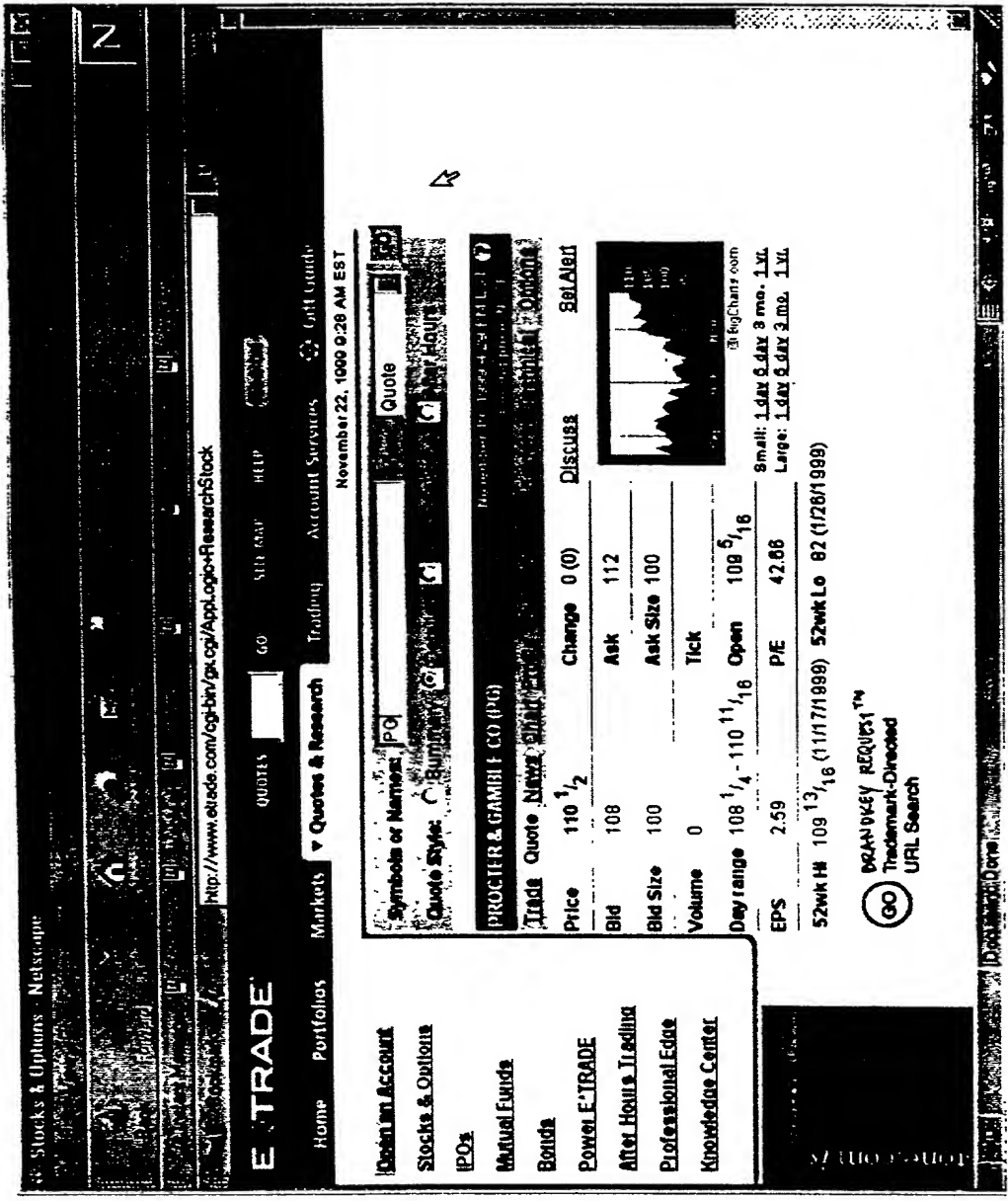
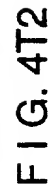


FIG. 4T1



PRODUCT REGISTRATION SUBSYSTEM



MANUFACTURER WEBSITE SEARCH MODE



FIG. 5B

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MANUFACTURER / PRODUCT REGISTRATION MODE

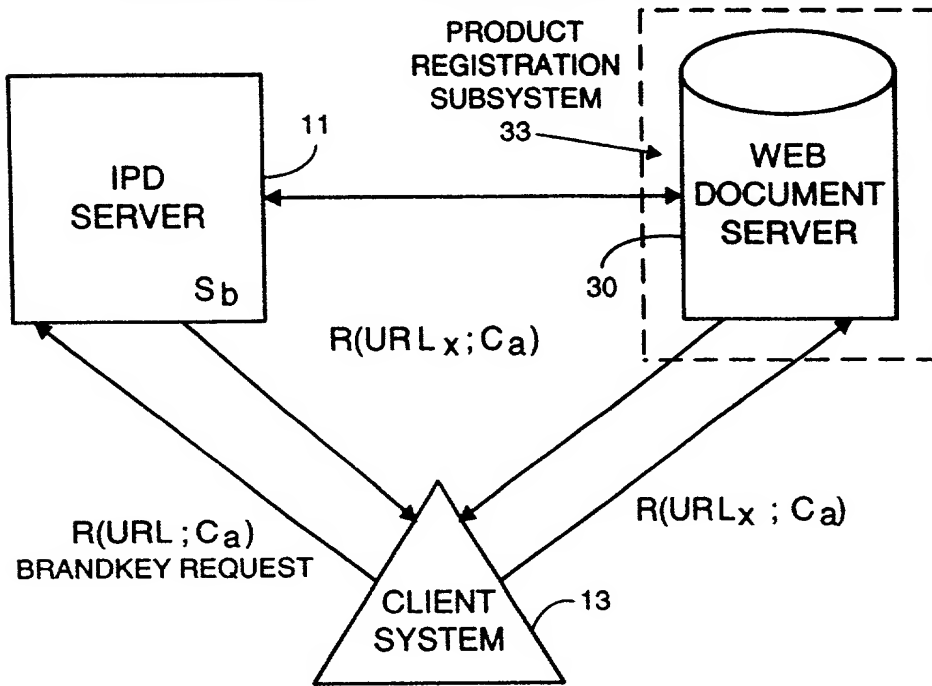


FIG. 5A

MANUFACTURER WEBSITE SEARCH MODE

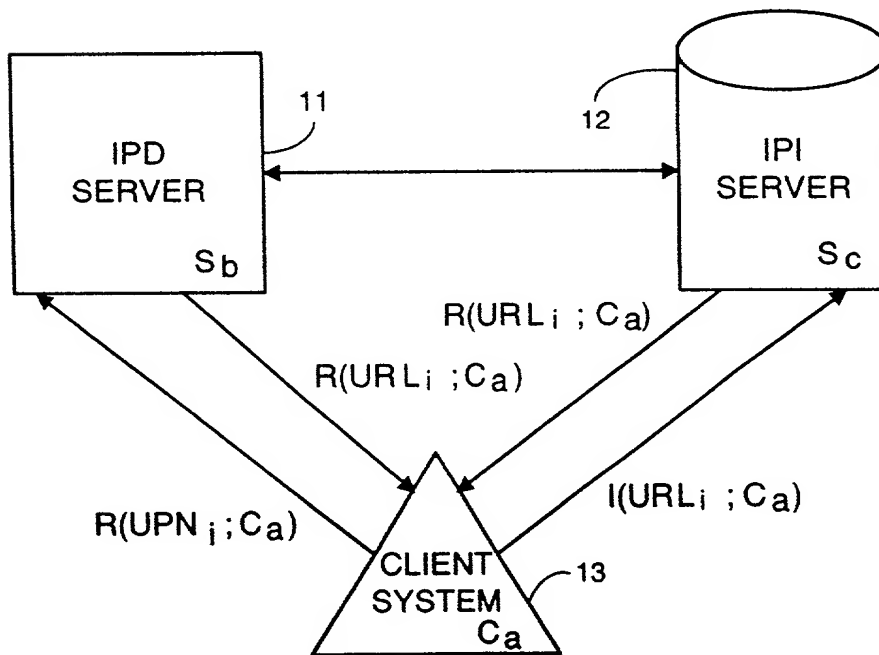


FIG. 5B

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UPN - DIRECTED INFORMATION ACCESS MODE

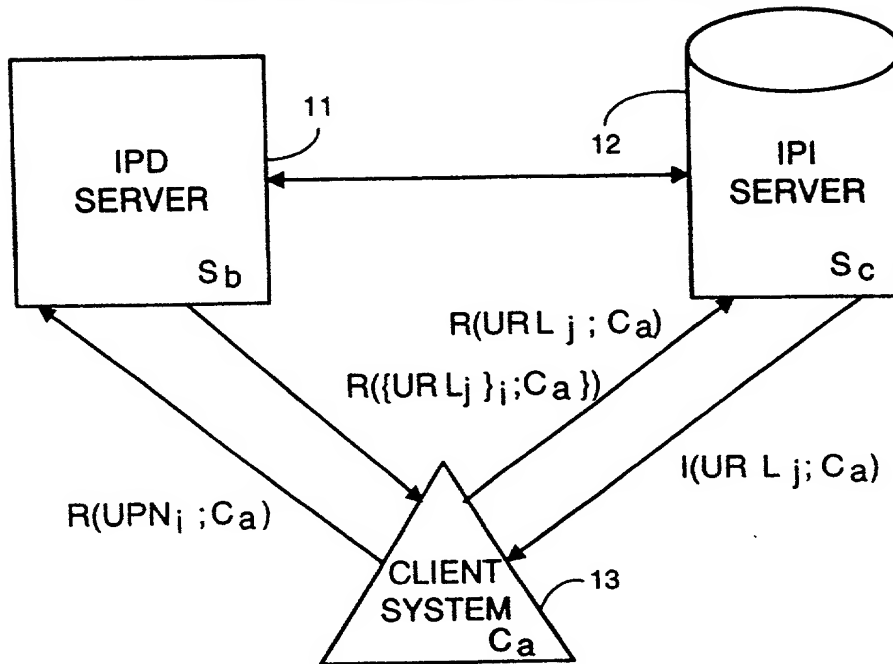


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

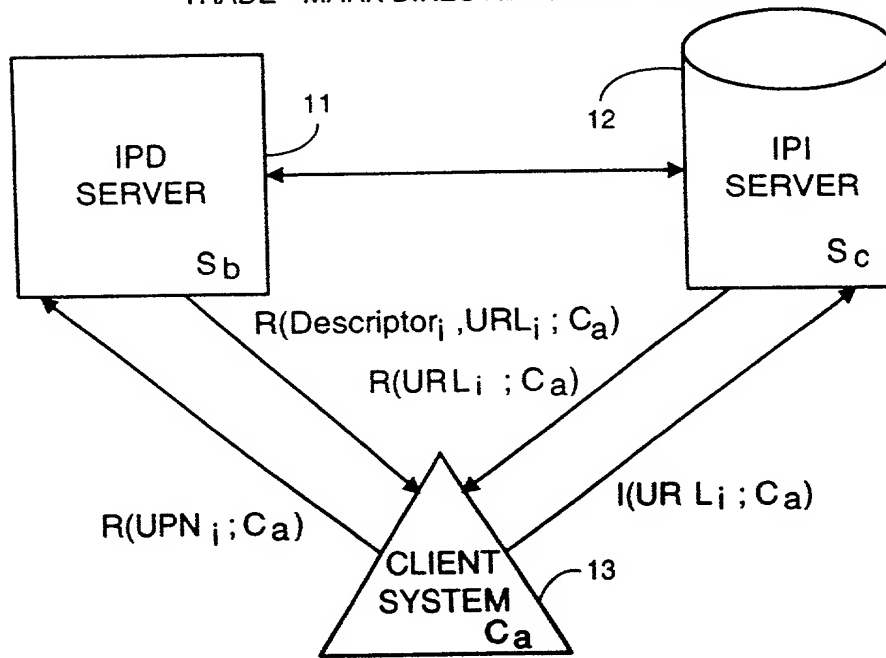


FIG. 5D

20050078.012802

PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

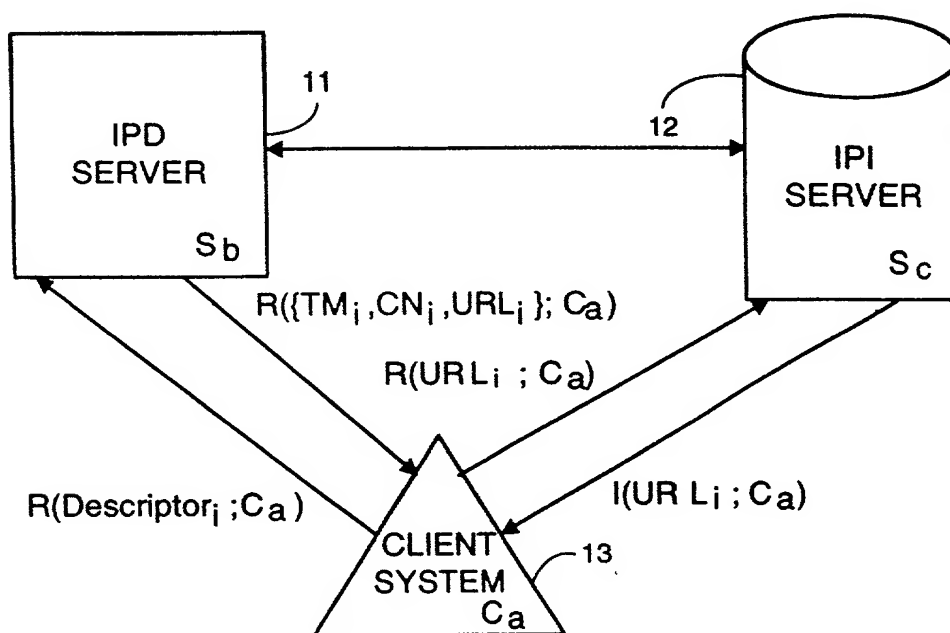


FIG. 5E

10059078-012803

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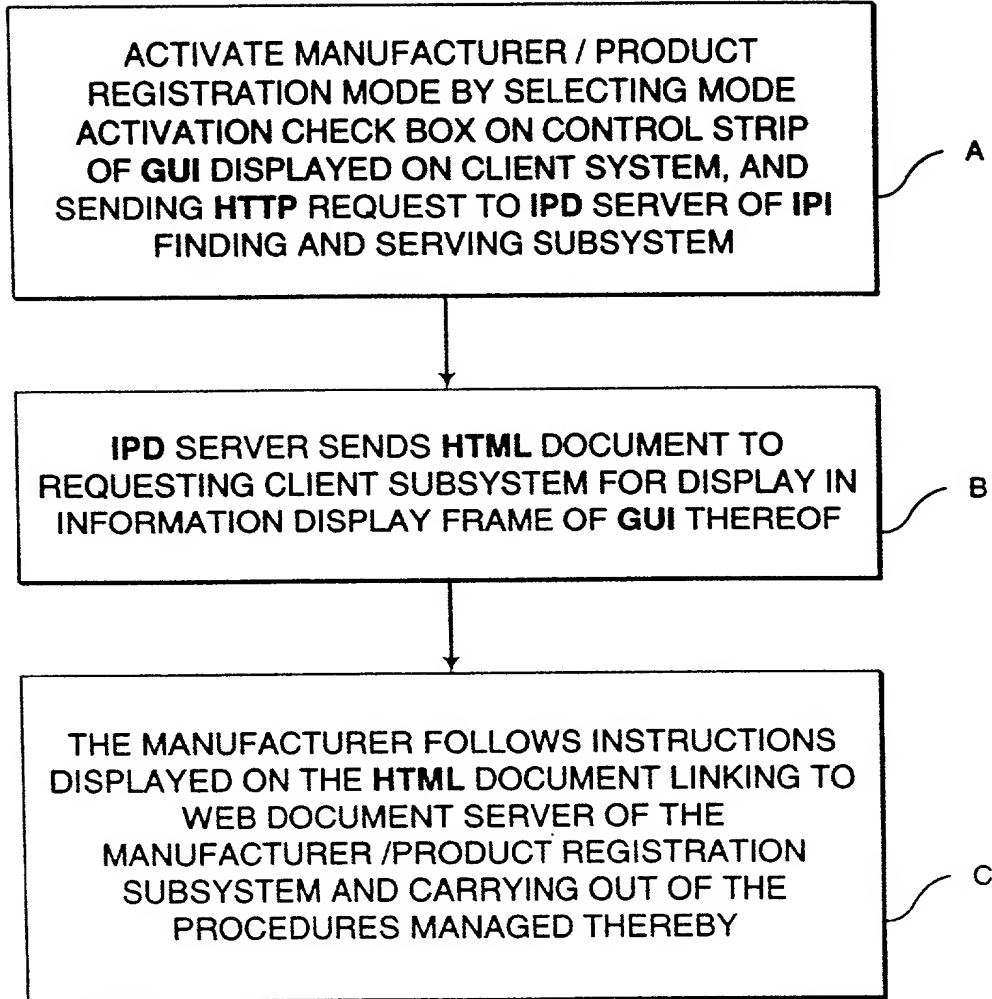


FIG. 6A

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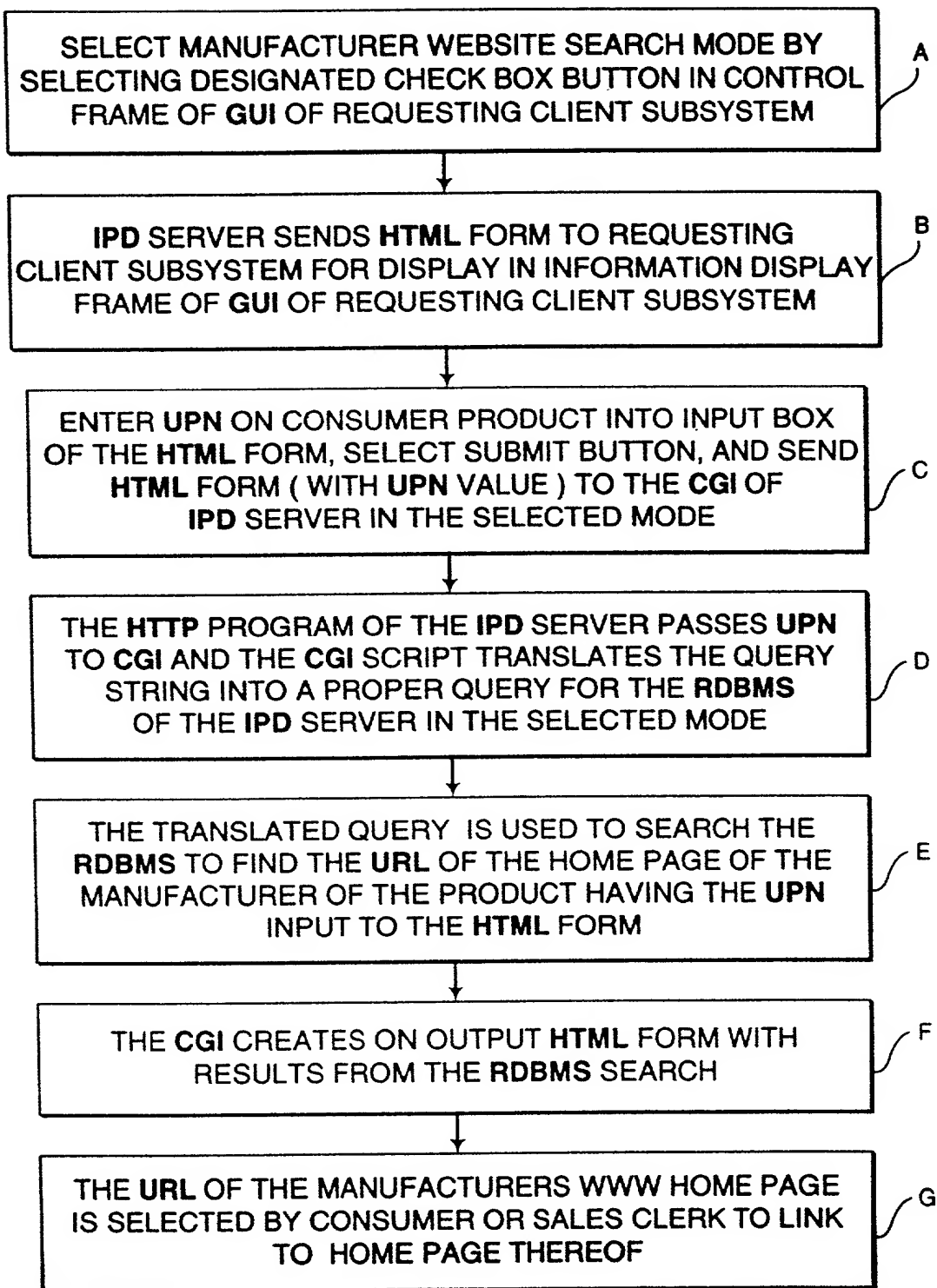


FIG. 6B

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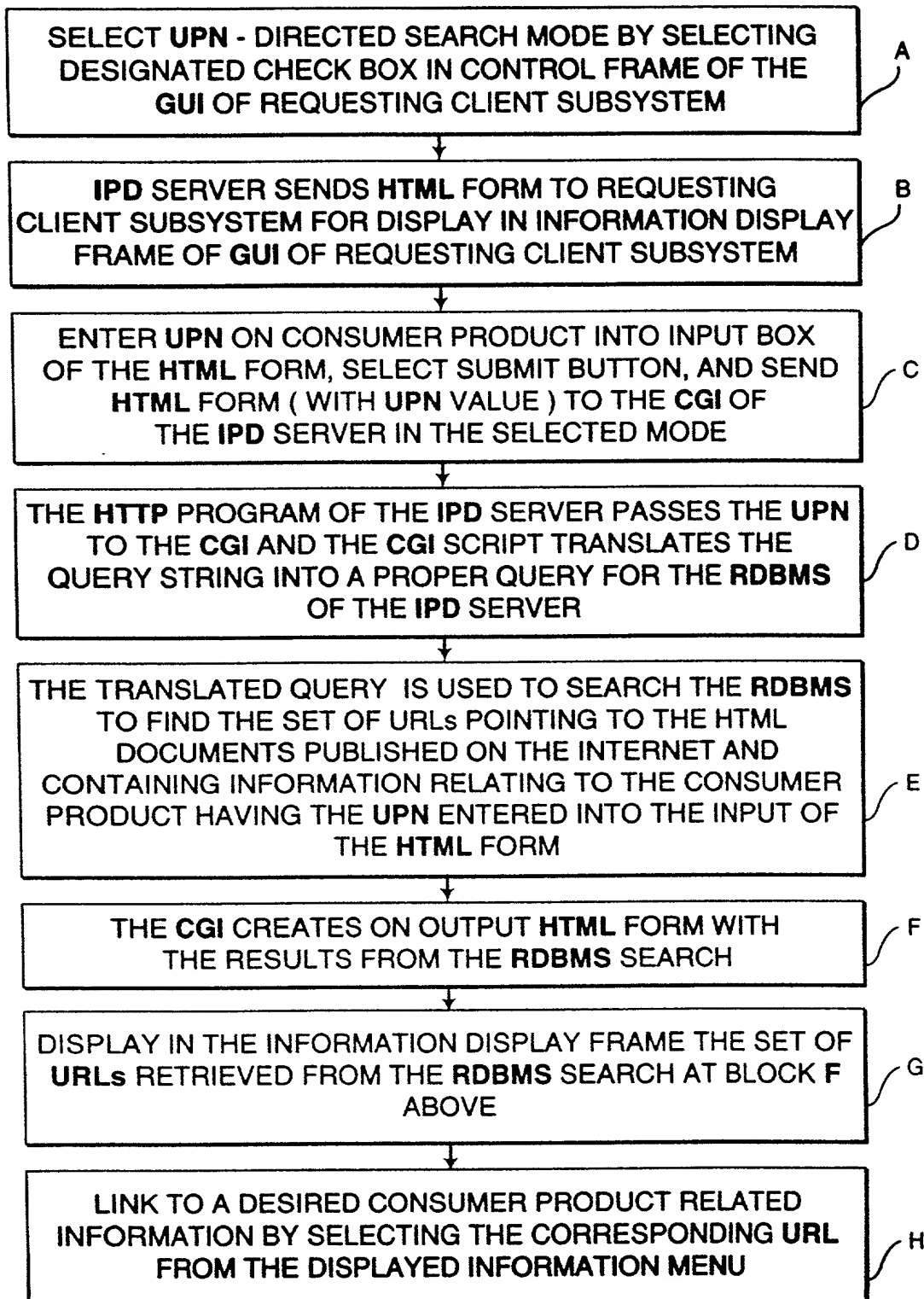


FIG. 6C

205270-8/065001

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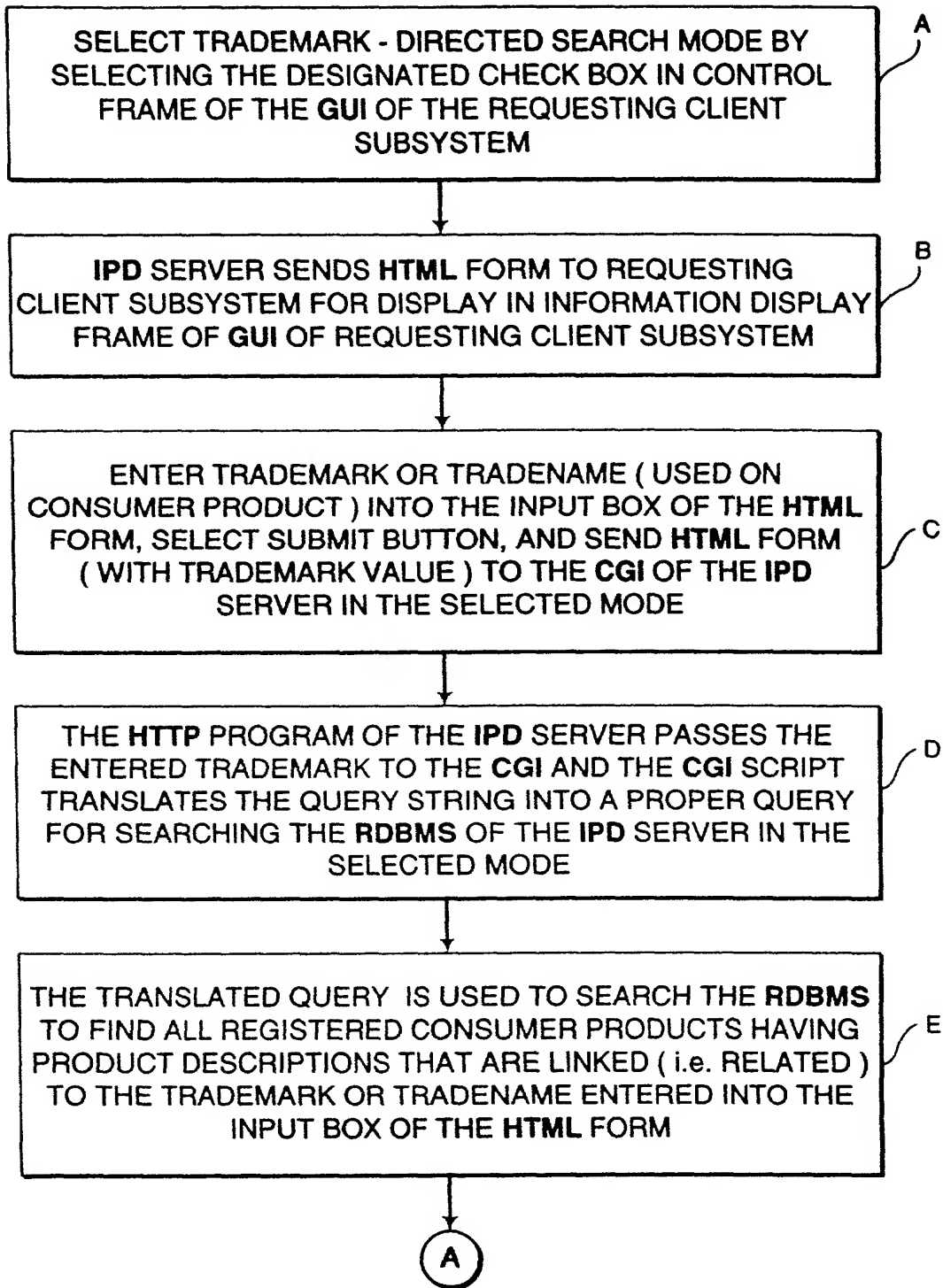


FIG. 6D1

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A

CGI SCRIPT CREATES ANOTHER **HTML** FORM, AND I
NSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE **HTML** FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS **HTML**
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET
FROM THE INPUT BOX (i.e. PRODUCT DESCRIPTION,
MANUFACTURER AND **UPN**) AND THEN SELECT SUBMIT
BUTTON TO SEND REQUEST TO THE **HTTP** PROGRAM
TO GET THE COMPLETED **HTML** FORM

G

THE **HTTP** PROGRAM OF THE **IPD** SERVER PASSES THE
ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO
THE **CGI** AND THE **CGI** SCRIPT TRANSLATES THE QUERY
STRING INTO A PROPER QUERY FOR SEARCHING THE
RDBMS OF THE **IPD** SERVER IN THE SELECTED MODE

H

THE TRANSLATED QUERY IS USED TO SEARCH THE **RDBMS**
TO FIND THE SET OF **URLs** RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE **UPN** IN THE
SELECTED DATA TRIPLET

I

THE **CGI** SCRIPT CREATES **HTML** FORM, INSERTS RESULTS
FROM SEARCH THEREINTO, AND SENDS THE **HTML** FORM TO
THE REQUESTING CLIENT SUBSYSTEM

J

B

FIG. 6D2

10059078-012802

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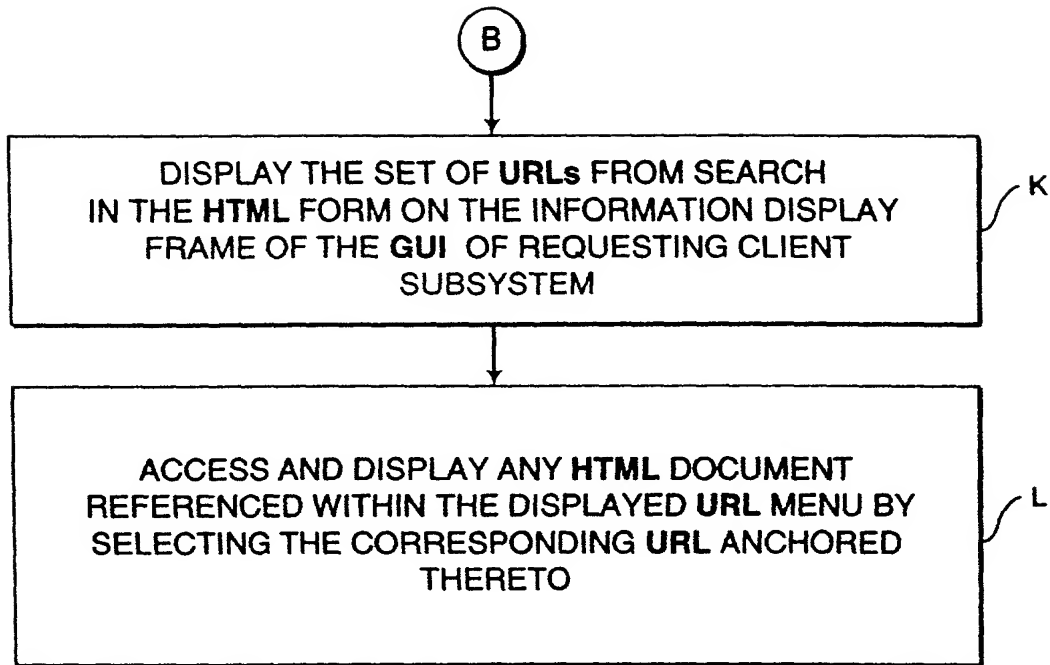


FIG. 6D3

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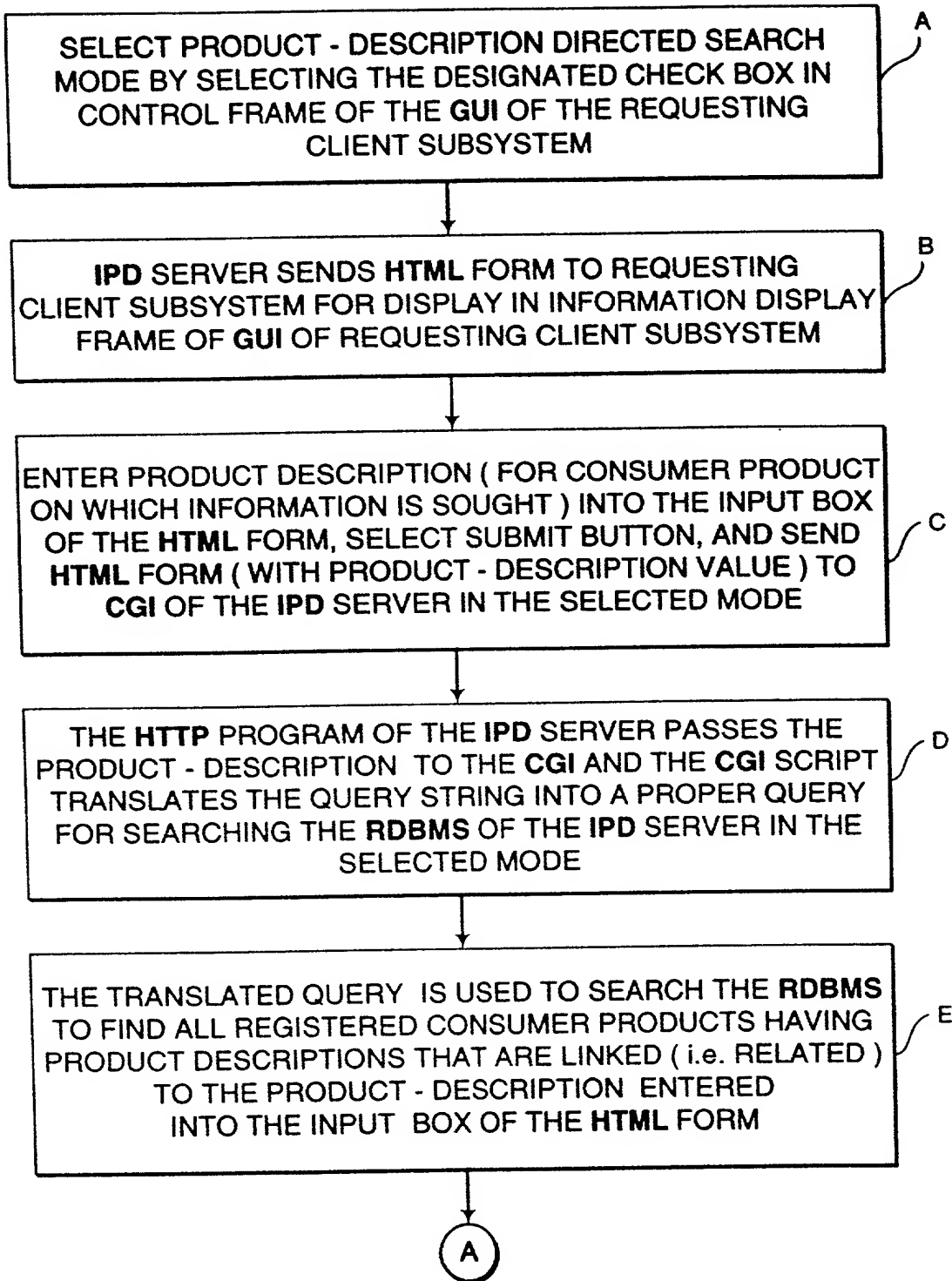


FIG. 6E1

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A

CGI SCRIPT CREATES ANOTHER **HTML** FORM, AND INSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX OF THE **HTML** FORM AND PROVIDES THE INPUT BOX WITH A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS **HTML** FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME

F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. TRADEMARK , MANUFACTURER AND **UPN**) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE **HTTP** PROGRAM TO GET THE COMPLETED **HTML** FORM

G

THE **HTTP** PROGRAM OF THE **IPD** SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE **CGI** AND THE **CGI** SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE **RDBMS** OF THE **IPD** SERVER IN THE SELECTED MODE

H

THE TRANSLATED QUERY IS USED TO SEARCH THE **RDBMS** TO FIND THE SET OF **URLs** RELATED TO THE REGISTERED CONSUMER PRODUCT ASSIGNED THE **UPN** IN THE SELECTED DATA TRIPLET

I

THE **CGI** SCRIPT CREATES **HTML** FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE **HTML** FORM TO THE REQUESTING CLIENT SUBSYSTEM

J

B

FIG. 6E2

10050076.013302

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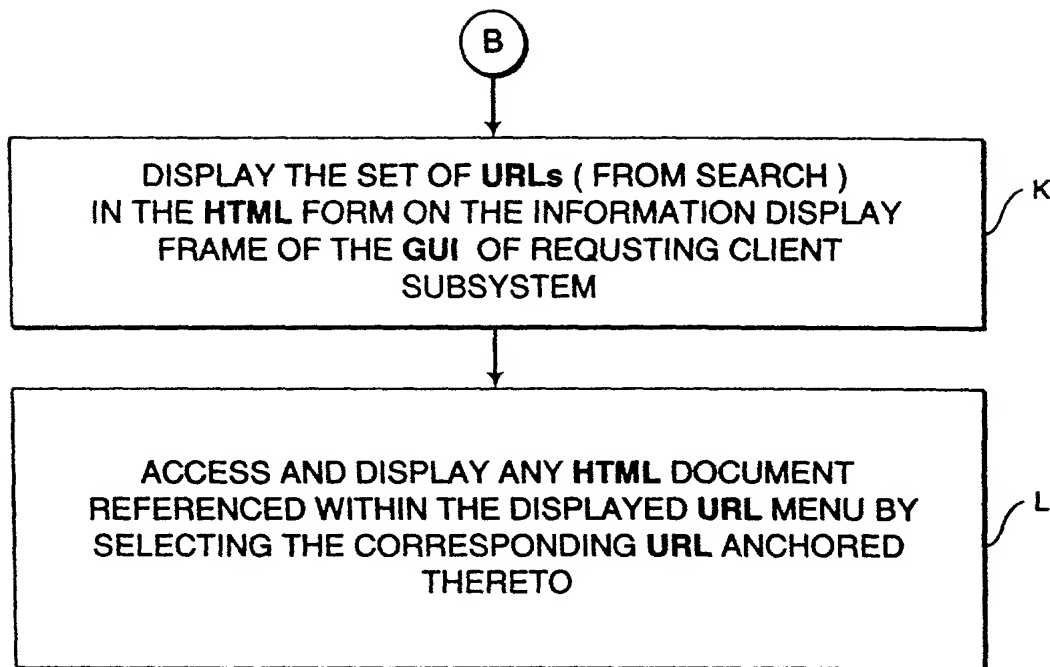
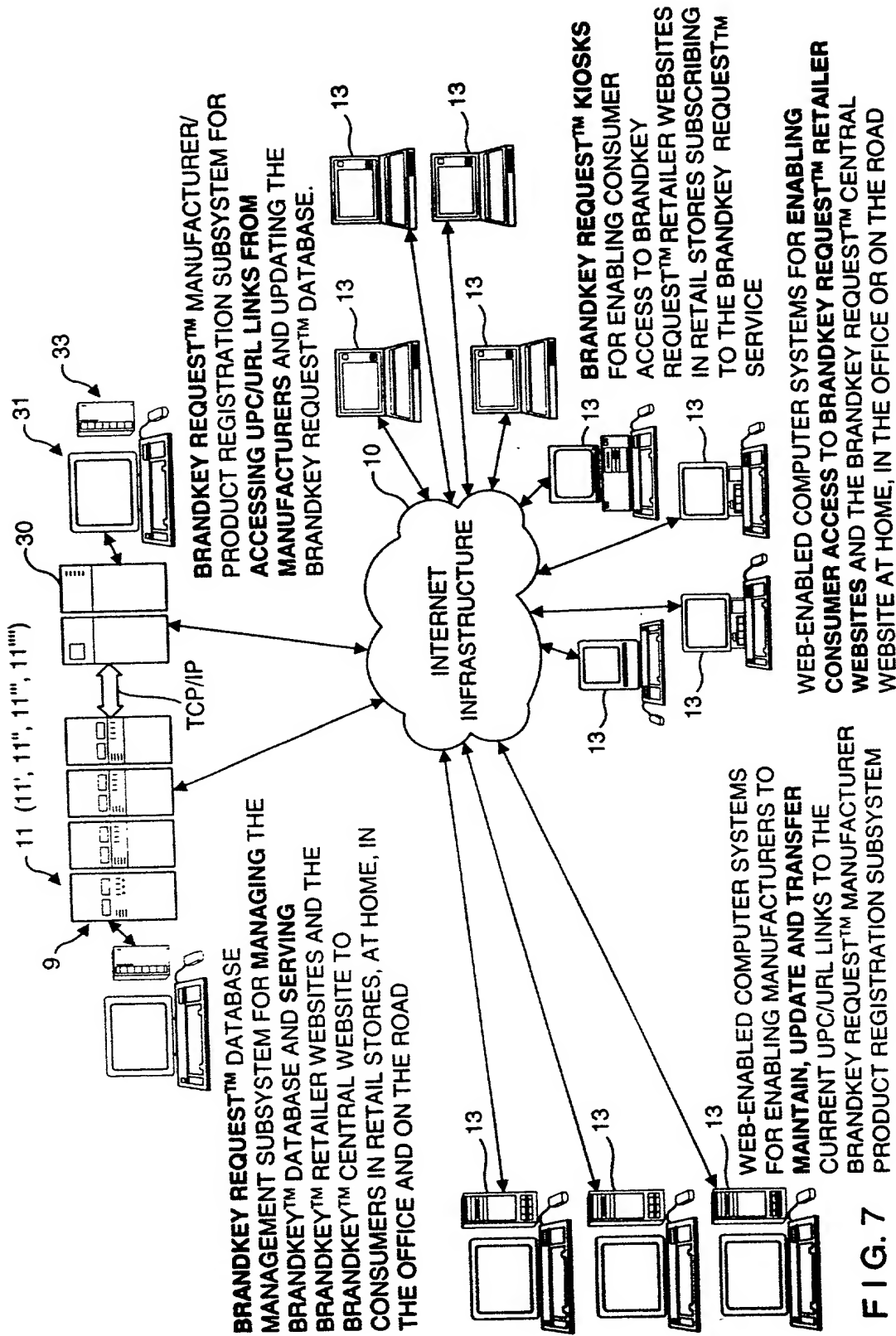


FIG. 6E3

10050078.0128002

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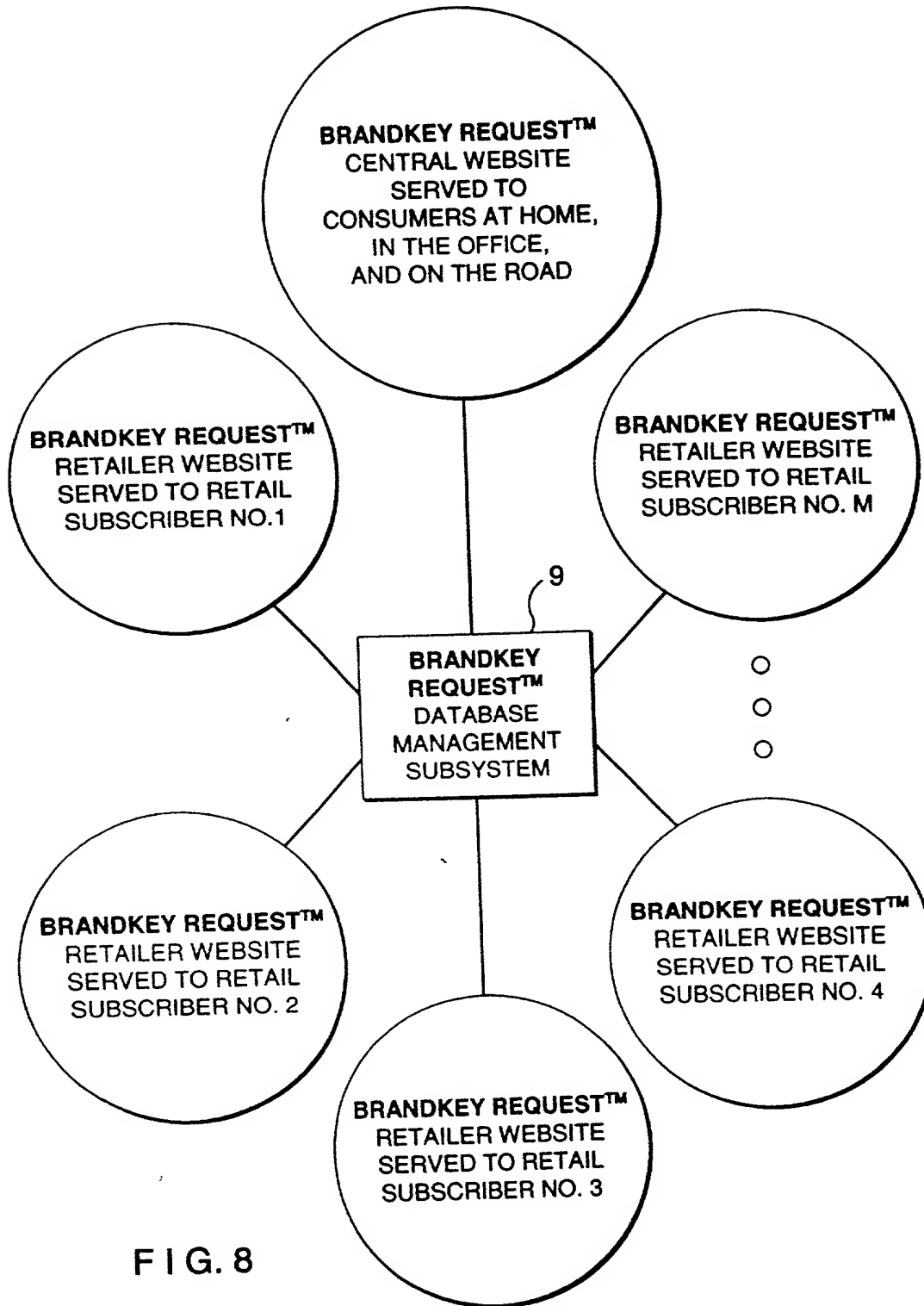


FIG. 8

2002082005001

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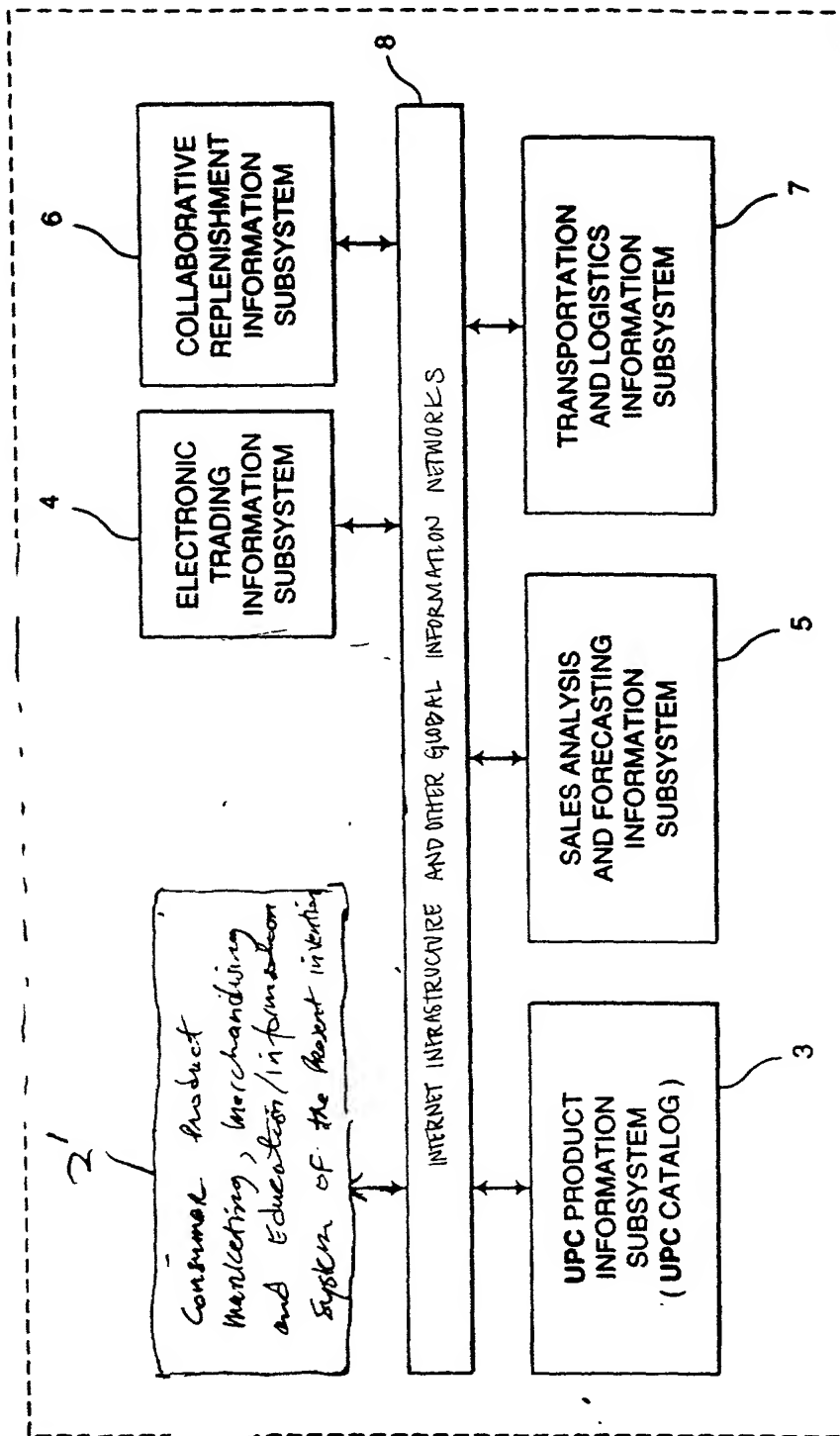


FIG. 9

SECOND ILLUSTRATIVE EMBODIMENT

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2' (2")

CPI Link
creation, management
and Transport
Subsystem (501)

Manufacturer
Registration and
UPN/TM/PD/URL
LCMT Server

Consumer product
promotion
marketing,
programming
management and
delivery
Subsystem (503)

507

Product
Advertisement
Marketing/
Sales/Mgmt.
Web (http)
Server

UPN-Indexed
ROBMS FOR
Consumer product
Related
Information Links
(UPN/TM/PD/URLs)

Product
Promotion
Marketing/
Sales/Mgmt.
Web (http)
Server

Consumer product
Advertisement
Marketing,
programming
and display
Subsystem (502)

CPI Kiosk
Ordering/Configuration
Deployment/Agent
Web
Server

506
CPI Kiosk
Configuration;
Deployment, Management
and access
Subsystem (504)

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FIG 9A

10659078.012002

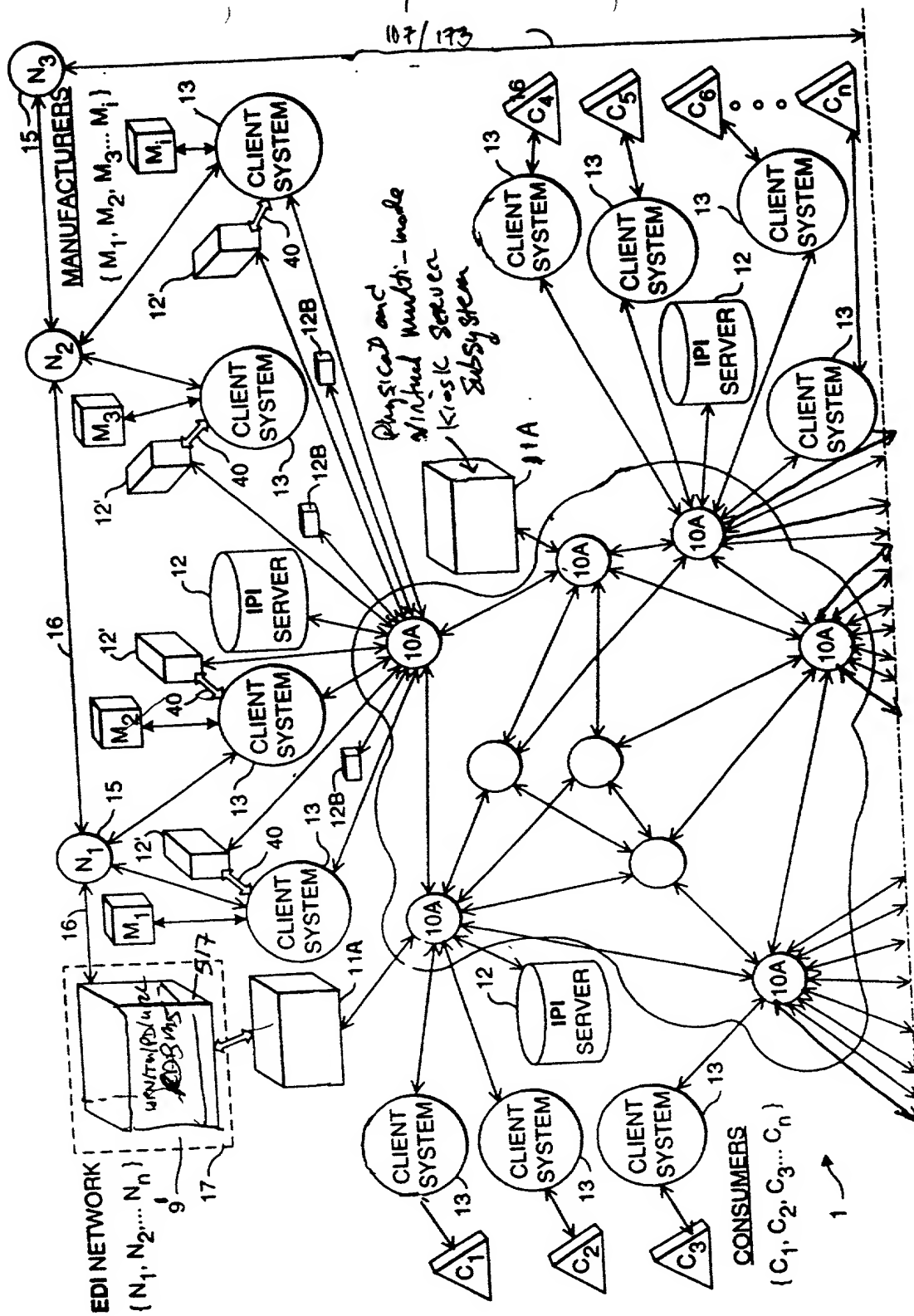


FIG 10A1

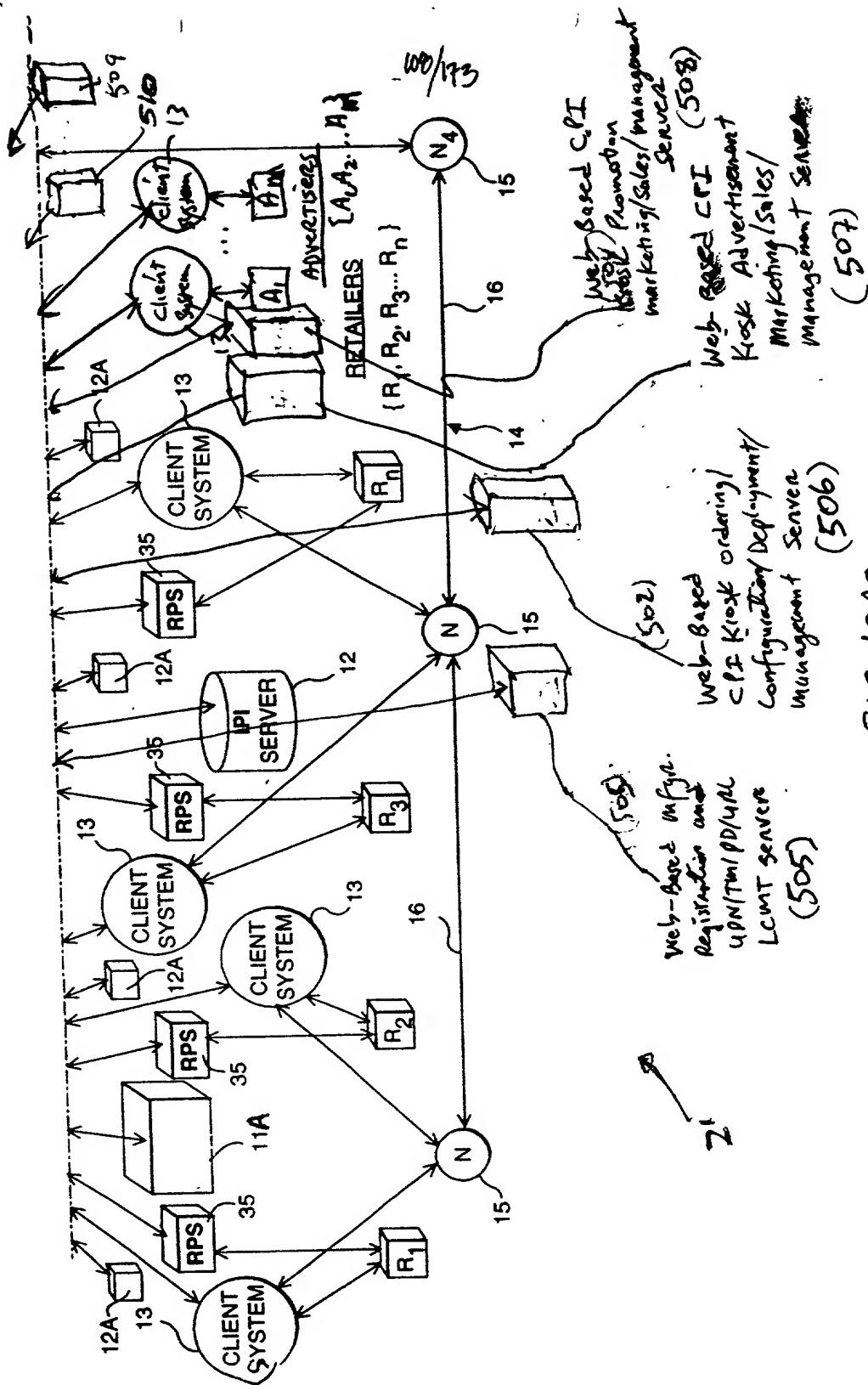


FIG. 10A2



FIG 11

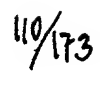


FIG. 12

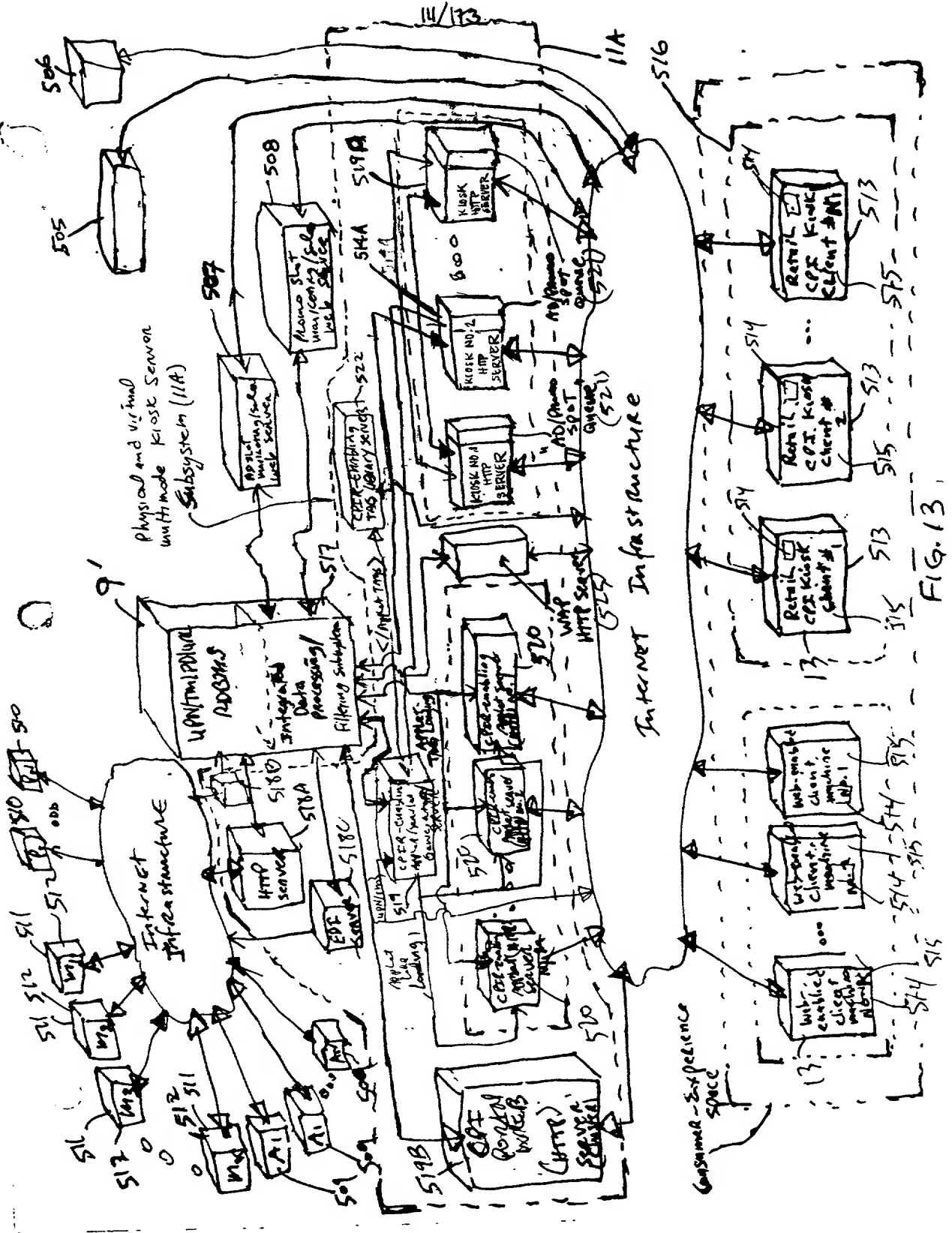
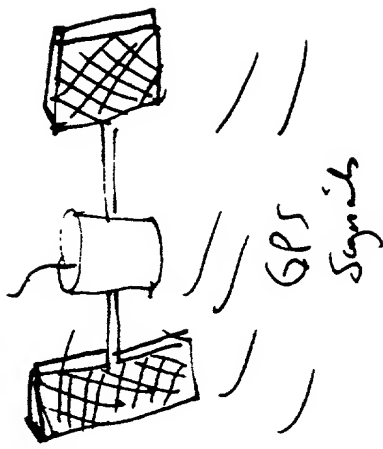


FIG. 13



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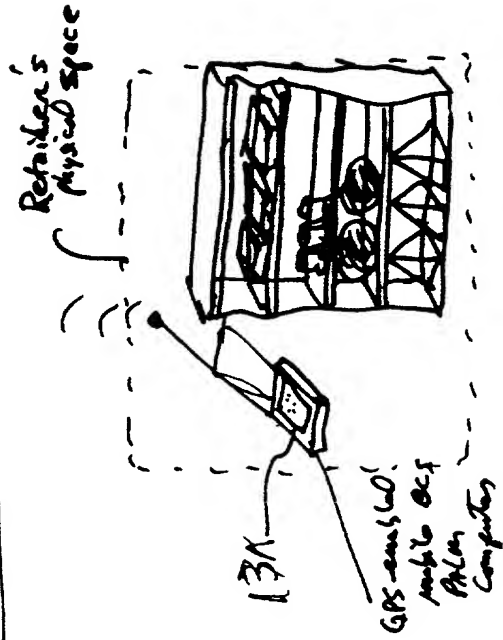
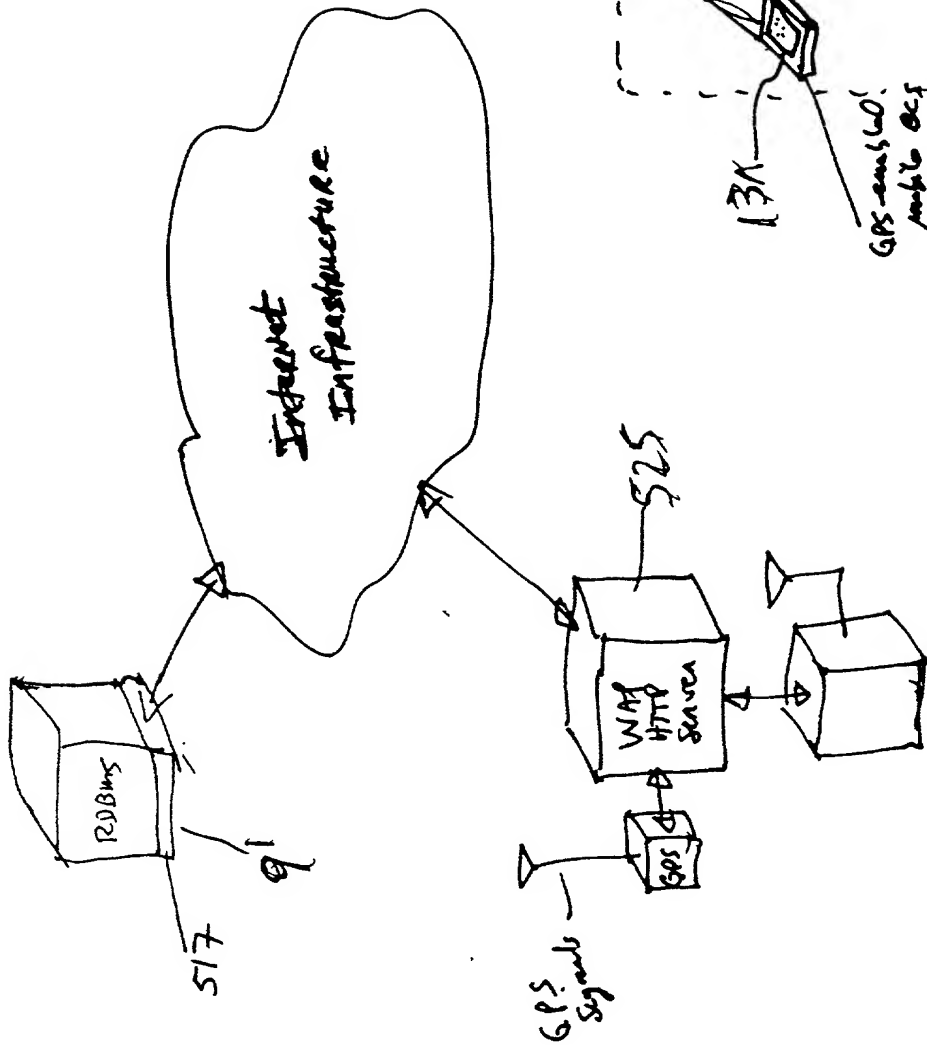


FIG. 14

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Structure: ~~XXXXXXXXXX~~

| | | |
|---------------------------------|----------|-----------------------|
| Company Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
| URL of Migr. WWW Site | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| Email Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Standard Industry Codes (SIC) | Alpha 20 | Enterable; Modifiable |
| Marketing Executive Identity | Alpha 20 | Enterable; Modifiable |
| Marketing Executive Phone No. | Alpha 20 | Enterable; Modifiable |
| Marketing Executive E-mail | Alpha 20 | Enterable; Modifiable |
| UPN/URL Management SW Installed | Alpha 20 | Enterable; Modifiable |
| UPC Management SW for EDI B2B | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Employed | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Contact | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau Phone Number | Alpha 20 | Enterable; Modifiable |
| UPC Service Bureau E-Mail | Alpha 20 | Enterable; Modifiable |
| EDI Vendor Employed | Alpha 20 | Enterable; Modifiable |
| EDI Vendor Contact Person | Alpha 20 | Enterable; Modifiable |
| EDI Vendor Phone Number | Alpha 20 | Enterable; Modifiable |
| EDI Vendor E-Mail Address | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Employed | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Contact | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau Phone Number | Alpha 20 | Enterable; Modifiable |
| EDI Service Bureau E-Mail | Alpha 20 | Enterable; Modifiable |
| Number of UPC/URL SW Licenses | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt. SW License Total | Alpha 20 | Enterable; Modifiable |
| Total Number of UPC Numbers | Alpha 20 | Enterable; Modifiable |
| Date of UPC Number Accounting | Alpha 20 | Enterable; Modifiable |
| Annual UPC/URL Mngt. SW Fee Due | Alpha 20 | Enterable; Modifiable |
| Date of UPC/URL SW Fee Payment | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent Phone | Alpha 20 | Enterable; Modifiable |
| UPC/URL SW Fee Agent Email | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG 15A

Structure: UPN/URL Management SW License

| | | |
|--------------------------------|----------|-----------------------|
| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
| Version of UPN/URL Mgmt. SW | Alpha 20 | Enterable; Modifiable |
| Number of Licenses Granted | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt. SW License Keys | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt. SW Acct. Number | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt SW Acct. Rep. | Alpha 20 | Enterable; Modifiable |
| UPN/URL Mgmt. SW Download Date | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15B

20021018 012501

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Structure: ~~Consumer Product~~

| | | |
|---------------------------------|----------|-----------------------|
| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
| Assigned UPN (UPC or UPC/EAN) | Alpha 20 | Enterable; Modifiable |
| UPN Symbolology Type | Alpha 20 | Enterable; Modifiable |
| Primary Trademark/Brand | Alpha 20 | Enterable; Modifiable |
| Secondary Trademark/Brand | Alpha 20 | Enterable; Modifiable |
| Product Description | Alpha 20 | Enterable; Modifiable |
| Cash Register Short Description | Alpha 20 | Enterable; Modifiable |
| Cash Register Description | Alpha 20 | Enterable; Modifiable |
| Model Number | Alpha 20 | Enterable; Modifiable |
| Package Type | Alpha 20 | Enterable; Modifiable |
| Labeling Language | Alpha 20 | Enterable; Modifiable |
| URL Marking on Package | Alpha 20 | Enterable; Modifiable |
| Service Phone Number on Package | Alpha 20 | Enterable; Modifiable |
| Brand Manager Identity | Alpha 20 | Enterable; Modifiable |
| Brand Manager Phone Number | Alpha 20 | Enterable; Modifiable |
| Brand Manager E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Product Manager Identity | Alpha 20 | Enterable; Modifiable |
| Product Manager Phone Number | Alpha 20 | Enterable; Modifiable |
| Product Manager E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Trademark Notice on Package | Alpha 20 | Enterable; Modifiable |
| Copyright Notice on Package | Alpha 20 | Enterable; Modifiable |
| Patent Notice on Package | Alpha 20 | Enterable; Modifiable |
| URL for Primary TM Image | Alpha 20 | Enterable; Modifiable |
| URL for Secondary Image | Alpha 20 | Enterable; Modifiable |
| Effective Change Date | Alpha 20 | Enterable; Modifiable |
| System Last Updated | Alpha 20 | Enterable; Modifiable |
| Lease Date | Alpha 20 | Enterable; Modifiable |
| Public Release Date | Alpha 20 | Enterable; Modifiable |
| End Availability Date | Alpha 20 | Enterable; Modifiable |

FIG 15C

20220820 013001

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Structure: **Information Structure**

| | | |
|---------------------------------|----------|-----------------------|
| Assigned UPN | Alpha 20 | Enterable; Modifiable |
| URL for Product Description | Alpha 20 | Enterable; Modifiable |
| URL for Product Instructions | Alpha 20 | Enterable; Modifiable |
| URL for Product Oper. Manual | Alpha 20 | Enterable; Modifiable |
| URL for Orig. Warranty Service | Alpha 20 | Enterable; Modifiable |
| URL for Extended Warranty Svcce | Alpha 20 | Enterable; Modifiable |
| URL for 1st Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 4th Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 5th Ad on WWW | Alpha 20 | Enterable; Modifiable |
| URL for 1st Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 4th Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 5th Product Review | Alpha 20 | Enterable; Modifiable |
| URL for 1st Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 2nd Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 3rd Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 4th Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for 5th Product Endorsement | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Service Request | Alpha 20 | Enterable; Modifiable |
| URL for Product Returns To Mfr | Alpha 20 | Enterable; Modifiable |
| URL for Product News | Alpha 20 | Enterable; Modifiable |
| URL for Company News | Alpha 20 | Enterable; Modifiable |
| URL for FAQs About Product | Alpha 20 | Enterable; Modifiable |
| URL for Customer Service Line 1 | Alpha 20 | Enterable; Modifiable |
| URL for Customer Service Line 2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Promotion #1 | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Promotion #2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Promotion #3 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #1 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #2 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #3 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #4 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #5 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #6 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #7 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #8 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #9 | Alpha 20 | Enterable; Modifiable |
| URL for Retailer Promotion #10 | Alpha 20 | Enterable; Modifiable |
| URL for Direct Mfr. Purchase | Alpha 20 | Enterable; Modifiable |
| URL for Dealer Location in USA | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler #1 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler #2 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler #3 | Alpha 20 | Enterable; Modifiable |
| URL for Product Wholesaler #4 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #1 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #2 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #3 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #4 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #5 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #6 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #7 | Alpha 20 | Enterable; Modifiable |

FIG. 15D1

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| | | |
|---------------------------------|----------|-----------------------|
| URL for Product Retailer #8 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #9 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #10 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #11 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #12 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #13 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #14 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #15 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #16 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #17 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #18 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #19 | Alpha 20 | Enterable; Modifiable |
| URL for Product Retailer #20 | Alpha 20 | Enterable; Modifiable |
| URL for Complementary Product 1 | Alpha 20 | Enterable; Modifiable |
| URL for Complementary Product 2 | Alpha 20 | Enterable; Modifiable |
| URL for Complementary Product 3 | Alpha 20 | Enterable; Modifiable |
| URL for Complementary Product 4 | Alpha 20 | Enterable; Modifiable |
| URL for Complementary Product 5 | Alpha 20 | Enterable; Modifiable |
| URL for Special Product Notices | Alpha 20 | Enterable; Modifiable |
| URL for Product Uses | Alpha 20 | Enterable; Modifiable |
| URL for Product Recreations | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Affiliate #1 | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Affiliate #2 | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Affiliate #3 | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Affiliate #4 | Alpha 20 | Enterable; Modifiable |
| URL for Mfr. Affiliate #5 | Alpha 20 | Enterable; Modifiable |
| URL for Product Updates | Alpha 20 | Enterable; Modifiable |
| URL for Software Downloads | Alpha 20 | Enterable; Modifiable |
| URL for Mfr-Sponsored Auctions | Alpha 20 | Enterable; Modifiable |
| URL for Rtlr-Sponsored Auctions | Alpha 20 | Enterable; Modifiable |
| URL for Mfr.Suggstd Rtl. Price | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

F15 15D2

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Structure: Retailer

| | | |
|-------------------------------|----------|-----------------------|
| Company Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Contact Person | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| URL of Retailer WWW Site | Alpha 20 | Enterable; Modifiable |
| Purchasing Director Identity | Alpha 20 | Enterable; Modifiable |
| Purchasing Director Phone | Alpha 20 | Enterable; Modifiable |
| Purchasing Director E-Mail | Alpha 20 | Enterable; Modifiable |
| UPC Catalog Provider | Alpha 20 | Enterable; Modifiable |
| UPC Catalog Provider Contact | Alpha 20 | Enterable; Modifiable |
| UPC Catalog Provider Phone | Alpha 20 | Enterable; Modifiable |
| UPC Catalog Provider E-Mail | Alpha 20 | Enterable; Modifiable |
| EDI B2N Enabler | Alpha 20 | Enterable; Modifiable |
| EDI B2B Enabler Contact | Alpha 20 | Enterable; Modifiable |
| EDI B2B Contact Phone | Alpha 20 | Enterable; Modifiable |
| EDI B2B Contact E-Mail | Alpha 20 | Enterable; Modifiable |
| EDI Vendor | Alpha 20 | Enterable; Modifiable |
| EDI Vendor Contact Identity | Alpha 20 | Enterable; Modifiable |
| EDI Vendor Contact Phone | Alpha 20 | Enterable; Modifiable |
| EDI Vendor Contact E-Mail | Alpha 20 | Enterable; Modifiable |
| Marketing Manager | Alpha 20 | Enterable; Modifiable |
| Total Number of Retail Stores | Alpha 20 | Enterable; Modifiable |
| Total Number of Retail Stores | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15E

Structure: Retailer/Mfr. P-Store Relation

| | | |
|----------------------------|----------|-----------------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #1 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #2 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #3 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #4 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #5 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #6 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #7 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #8 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #9 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #10 ID No. | Alpha 20 | Enterable; Modifiable |
| Total # Mfr. Relationships | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15F

10059078-012802

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Structure: Mfr./Retailer Relationships

| | | |
|--------------------------------|----------|-----------------------|
| MIN Assigned by UCC/EAN | Alpha 20 | Enterable; Modifiable |
| Retailer #1 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #2 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #3 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #4 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #5 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #6 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #7 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #8 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #9 ID No. | Alpha 20 | Enterable; Modifiable |
| Retailer #10 ID No. | Alpha 20 | Enterable; Modifiable |
| Total # Retailer Relationships | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15G

Structure: Consumer

| | | |
|---------------------------------|----------|-----------------------|
| Consumer Name | Alpha 20 | Enterable; Modifiable |
| Consumer ID No. | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| Shopped at Retail Store ID Nos. | Alpha 20 | Enterable; Modifiable |
| Shopped at Retailer Store ID No | Alpha 20 | Enterable; Modifiable |
| Consumer Index 1 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 2 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 3 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 4 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 5 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 6 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 7 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 8 | Alpha 20 | Enterable; Modifiable |
| Consumer Index 9 | Alpha 20 | Enterable; Modifiable |
| Credit Card Nos. | Alpha 20 | Enterable; Modifiable |

FIG. 15H

20050708 01300

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Structure: Advertiser

| | | |
|-------------------------------|----------|--------------------------------|
| Advertiser Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Contact Person | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #1 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #2 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #3 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #4 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #5 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #6 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #7 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #8 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Mfr. #9 | Alpha 20 | Enterable; Modifiable |
| Total # Mfr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| Ad Agent For Retailer #1 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #2 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #3 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #4 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #5 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #6 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #7 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #8 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #9 | Alpha 20 | Enterable; Modifiable |
| Ad Agent for Retailer #10 | Alpha 20 | Enterable; Modifiable |
| Total # Rtr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| URL for Advertiser WWW Site | Alpha 20 | Enterable; Modifiable |
| Advertiser Network Acct. No. | Alpha 20 | Enterable; Modifiable |
| Advertiser Network Password | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |
| | Alpha 20 | Indexed; Enterable; Modifiable |

FIG. 15 I

20059078-012302

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Structure: Promoter

| | | |
|--------------------------------|----------|-----------------------|
| Promoter Name | Alpha 20 | Enterable; Modifiable |
| Street Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Contact Person | Alpha 20 | Enterable; Modifiable |
| Phone Number | Alpha 20 | Enterable; Modifiable |
| E-Mail Address | Alpha 20 | Enterable; Modifiable |
| Fax Number | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #1 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #2 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #3 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #4 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #5 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #6 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #7 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #8 | Alpha 20 | Enterable; Modifiable |
| Promo Agent for Mfgr. #9 | Alpha 20 | Enterable; Modifiable |
| Total # Mfgr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #1 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #2 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #3 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #4 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #5 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #6 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #7 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #8 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #9 | Alpha 20 | Enterable; Modifiable |
| Promo Agent For Rtlr. #10 | Alpha 20 | Enterable; Modifiable |
| Total # Rtlr. Agency Relations | Alpha 20 | Enterable; Modifiable |
| URL for Promoter WWW Site | Alpha 20 | Enterable; Modifiable |
| Promoter Network Acct. No. | Alpha 20 | Enterable; Modifiable |
| Promoter Network Password | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15J

1059073-012302

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Structure: Physical Kiosk

| | | |
|---------------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk HTTP Server URL | Alpha 20 | Enterable; Modifiable |
| Assigned Static IP Address | Alpha 20 | Enterable; Modifiable |
| P-Kiosk Aisle/Shelf Location | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Access Password | Alpha 20 | Enterable; Modifiable |
| CPI Request Service Status | Alpha 20 | Enterable; Modifiable |
| Ad Display Service Status | Alpha 20 | Enterable; Modifiable |
| Promotion Service Status | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 1 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 2 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 3 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 4 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 5 | Alpha 20 | Enterable; Modifiable |
| Status of Retailer's MIN Filter | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Monday | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Tues. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Thurs. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sat. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sun. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Mon. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Tues. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Thur. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Sat. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Promo on Sun. | Alpha 20 | Enterable; Modifiable |
| CPIR Request Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Ad Display Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Promo Service GUI Type | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15K

10059073.012302

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Structure: Retailer Physical Store

| | | |
|---------------------------------|----------|-----------------------|
| Retail ID No. | Alpha 20 | Enterable; Modifiable |
| Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Store Manager Identity | Alpha 20 | Enterable; Modifiable |
| Store Manager Phone | Alpha 20 | Enterable; Modifiable |
| Store Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| Regional Manager Identity | Alpha 20 | Enterable; Modifiable |
| Regional Manager Phone | Alpha 20 | Enterable; Modifiable |
| Regional Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| Number of Store Aisles | Alpha 20 | Enterable; Modifiable |
| Number of Floors | Alpha 20 | Enterable; Modifiable |
| Floor Plan Diagrams | Alpha 20 | Enterable; Modifiable |
| Product Category/Shelf Maps | Alpha 20 | Enterable; Modifiable |
| Available Internet Connectivity | Alpha 20 | Enterable; Modifiable |
| Retailer/Manufacturer Relations | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |
| | Alpha 20 | Enterable; Modifiable |

FIG. 15L

Structure: Physical Kiosk HTTP Server

| | | |
|--------------------------------|----------|-----------------------|
| Physical Kiosk HTTP Server URL | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk HTTP Server Log | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.

| | | |
|----------------------------|----------|-----------------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Total # of Physical Kiosks | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15N

FIG. 15L, FIG. 15M, FIG. 15N

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Structure: Physical Kiosk E-Mail

| | | |
|---------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk E-Mail Log | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 150

Structure: Physical Kiosk User Activity

| | | |
|---------------------------------|----------|-----------------------|
| Date(s) of Activity Measurement | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Number of HTML Pages Accessed | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Different HTML Pages Served-Up | Alpha 20 | Enterable; Modifiable |
| Outgoing E-Mail Transmissions | Alpha 20 | Enterable; Modifiable |
| System Mode Transitions | Alpha 20 | Enterable; Modifiable |
| E-Commerce Transactions Made | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15P

Structure: Ad Spot Order --Virtual Kiosk

| | | |
|----------------------------------|----------|-----------------------|
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Advertiser Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Ad Spot Order | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Cost of Ad Spot | Alpha 20 | Enterable; Modifiable |
| URL of Advertisement Spot | Alpha 20 | Enterable; Modifiable |
| Time Duration of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner of Advertisement | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Advertisement | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Ad Spot Cost | Alpha 20 | Enterable; Modifiable |
| Date of Ad Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15Q

1005003.012302

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Structure: Ad Spot Order-- Physical Kiosk

| | | |
|----------------------------------|----------|-----------------------|
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Advertiser Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Cost Ad Spot | Alpha 20 | Enterable; Modifiable |
| URL of Advertisement Spot | Alpha 20 | Enterable; Modifiable |
| Time Duration of Ad Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner of Advertisement | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Advertisement | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Ad Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Ad Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15R

Structure: Promo Spot Order- Physical Kiosk

| | | |
|----------------------------------|----------|-----------------------|
| UPN of Promoted Product | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promoter Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Promo Spot Order | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| URL of Promotional Ad in DF1 | Alpha 20 | Enterable; Modifiable |
| Promotional Message in DF2 | Alpha 20 | Enterable; Modifiable |
| Promotional Message in DF3 | Alpha 20 | Enterable; Modifiable |
| Promotional Message in DF4 | Alpha 20 | Enterable; Modifiable |
| Promotional Message in DF5 | Alpha 20 | Enterable; Modifiable |
| Time Duration of Promotion Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner of Promo Ad | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Promotional Ad | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 30 | Enterable; Modifiable |
| Cost of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promo Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Promo Spot Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15S

2025-07-01 10:50:00

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| Structure: Physical Kiosk Ad Campaign | | |
|---------------------------------------|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.1 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.2 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.4 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.5 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.6 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.7 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.8 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.9 | Alpha 20 | Enterable; Modifiable |
| Ad Spot ID No.10 | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered On Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15T

| Structure: Physical Kiosk Promo Campaign | | |
|--|----------|-----------------------|
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Promo Campaign | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15U

10050078-01502

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Structure: Virtual Kiosk

| | | |
|--|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Retail P-Store or E-Store ID No | Alpha 20 | Enterable; Modifiable |
| Type of Virtual Kiosk | Alpha 20 | Enterable; Modifiable |
| CPIR-Enabling Applet ID No. | Alpha 20 | Enterable; Modifiable |
| Licensed Internet Domain | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Licensee (e.g. Retailer, mfg., et al.) | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Enabling Password | Alpha 20 | Enterable; Modifiable |
| E-Store Web-Page Location | Alpha 20 | Enterable; Modifiable |
| CPI Request Service Status | Alpha 20 | Enterable; Modifiable |
| AD Display Service Status | Alpha 20 | Enterable; Modifiable |
| Promotion Service Status | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 1 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 2 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 3 | Alpha 20 | Enterable; Modifiable |
| Kiosk Activity Index No. 4 | Alpha 20 | Enterable; Modifiable |
| Status of Retailer MIN Filter | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Mon. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Tues. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Wed. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Thurs. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Fri. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sat. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Ad Spot on Sun. | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Mon | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Tue | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Wed | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Thu | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Fri | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Sat | Alpha 20 | Enterable; Modifiable |
| Cost of Kiosk Promo Spot on Sun | Alpha 20 | Enterable; Modifiable |
| URL for Accessing Virtual Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15V

Structure: CPIR-enabling Applet

| | | |
|--------------------------------|----------|-----------------------|
| CPIR-Enabling Applet ID No. | Alpha 20 | Enterable; Modifiable |
| Type of CPIR-Enabling Applet | Alpha 20 | Enterable; Modifiable |
| URL of CPIR-Enabling Applet BC | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Server Log | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15W

20050708 012602

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| Structure: Retailer E-Store | | |
|---------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Address | Alpha 20 | Enterable; Modifiable |
| City | Alpha 20 | Enterable; Modifiable |
| State | Alpha 20 | Enterable; Modifiable |
| Postal Code | Alpha 20 | Enterable; Modifiable |
| Country | Alpha 20 | Enterable; Modifiable |
| Retail E-Store ID No. | Alpha 20 | Enterable; Modifiable |
| E-Store Manager Identity | Alpha 20 | Enterable; Modifiable |
| E-Store Manager Phone | Alpha 20 | Enterable; Modifiable |
| E-Store Manager E-Mail | Alpha 20 | Enterable; Modifiable |
| E-Store WWW Site Map | Alpha 20 | Enterable; Modifiable |
| Retailer/Manufacturer Relations | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15 X

| Structure: Retailer's Virtual Kiosk Cat. | | |
|--|----------|-----------------------|
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Total # of Virtual Kiosks | Alpha 20 | Enterable; Modifiable |
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15 Y

| Structure: Virtual Kiosk E-Mail | | |
|---------------------------------|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk E-Mail Log | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15 Z

200709065007

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| Structure: Virtual Kiosk User Activity | | |
|--|----------|-----------------------|
| Date(s) of Activity Measurement | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Number of HTML Pages Accessed | Alpha 20 | Enterable; Modifiable |
| Number of UPC Requests at Kiosk | Alpha 20 | Enterable; Modifiable |
| Number of Trademark Requests | Alpha 20 | Enterable; Modifiable |
| Different HTML Pages Served-Up | Alpha 20 | Enterable; Modifiable |
| Outgoing E-Mail Transmissions | Alpha 20 | Enterable; Modifiable |
| System Mode Transitions | Alpha 20 | Enterable; Modifiable |
| E-Commerce Transactions Made | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15AA

| Structure: Promo Spot Order--Virtual Kiosk | | |
|--|----------|-----------------------|
| UPN of Promoted Product | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Scheduled Date of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promoter Placing Order | Alpha 20 | Enterable; Modifiable |
| Date of Promo Spot Order | Alpha 20 | Enterable; Modifiable |
| Promoter ID No. | Alpha 20 | Enterable; Modifiable |
| URL of Promotional Ad in DF1 | Alpha 20 | Enterable; Modifiable |
| Promotional Message in DF2 | Alpha 20 | Enterable; Modifiable |
| Promotional Message in DF3 | Alpha 20 | Enterable; Modifiable |
| Promotional Message in DF4 | Alpha 20 | Enterable; Modifiable |
| Promotional Message in DF5 | Alpha 20 | Enterable; Modifiable |
| Time Duration of Promotion Spot | Alpha 20 | Enterable; Modifiable |
| Copyright Owner of Promo Ad | Alpha 20 | Enterable; Modifiable |
| Ordered Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| File Format of Promotional Ad | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Actual Number of Displays/Date | Alpha 20 | Enterable; Modifiable |
| Actual Number of Interruptions | Alpha 20 | Enterable; Modifiable |
| Cost of Promo Spot | Alpha 20 | Enterable; Modifiable |
| Promo Cost Payment | Alpha 20 | Enterable; Modifiable |
| Date of Promo Payment | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15BB

20050703 015002

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| Structure: Virtual Kiosk Promo Campaign | | |
|---|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Promo Campaign | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Promo Spot ID No. | Alpha 20 | Enterable; Modifiable |
| Total Promo Spot Ordered | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15CC

| Structure: Virtual Kiosk Ad Campaign | | |
|--------------------------------------|----------|-----------------------|
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Date of Ad Campaign | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 1 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 2 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 3 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 4 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 5 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 6 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 7 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 8 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 9 | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. 10 | Alpha 20 | Enterable; Modifiable |
| Total Ad Spots Ordered on Kiosk | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG 15DD

| Structure: Ad Credit --Physical Kiosk | | |
|---------------------------------------|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Ad Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG 15EE

2025078-012802

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Structure: Ad Credit --Virtual Kiosk

| | | |
|------------------------------|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk Ad Spot ID No. | Alpha 20 | Enterable; Modifiable |
| URL of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Ad | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Ad Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15FP

Structure: Promo Credit -- Physical Kiosk

| | | |
|---------------------------------|----------|-----------------------|
| Advertiser ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Promo | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Promo Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15GG

Structure: Promo Credit -- Virtual Kiosk

| | | |
|---------------------------------|----------|-----------------------|
| Advertiser Identification No. | Alpha 20 | Enterable; Modifiable |
| Virtual Kiosk ID No. | Alpha 20 | Enterable; Modifiable |
| Physical Kiosk Promo Spot ID No | Alpha 20 | Enterable; Modifiable |
| UPN of Advertised Product | Alpha 20 | Enterable; Modifiable |
| URL of Interrupted Promo | Alpha 20 | Enterable; Modifiable |
| Date of Interruption | Alpha 20 | Enterable; Modifiable |
| Time of Interruption | Alpha 20 | Enterable; Modifiable |
| UPN of Interrupting Product | Alpha 20 | Enterable; Modifiable |
| Amount of Promo Credit | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15HH

1059078-012502

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| Structure: Purchase at Physical Store | | |
|---------------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Retail P-Store ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Product Sold | Alpha 20 | Enterable; Modifiable |
| Date of Product Sale | Alpha 20 | Enterable; Modifiable |
| Time of Product Sale | Alpha 20 | Enterable; Modifiable |
| Price of Sold Product | Alpha 20 | Enterable; Modifiable |
| Customer ID No. | Alpha 20 | Enterable; Modifiable |
| Credit Card No. | Alpha 20 | Enterable; Modifiable |
| Retailer's Discount | Alpha 20 | Enterable; Modifiable |
| Mfgr's Promo Discount | Alpha 20 | Enterable; Modifiable |
| URL of Promo Advertisement | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15 II

| Structure: Purchase at E-Store | | |
|--------------------------------|----------|-----------------------|
| Retailer ID No. | Alpha 20 | Enterable; Modifiable |
| Retail E-Store ID No. | Alpha 20 | Enterable; Modifiable |
| UPN of Product Sold | Alpha 20 | Enterable; Modifiable |
| Date of Product Sale | Alpha 20 | Enterable; Modifiable |
| Time of Product Sale | Alpha 20 | Enterable; Modifiable |
| Price of Sold Product | Alpha 20 | Enterable; Modifiable |
| Customer ID No. | Alpha 20 | Enterable; Modifiable |
| Credit Card No. | Alpha 20 | Enterable; Modifiable |
| Retailer's Promo Discount | Alpha 20 | Enterable; Modifiable |
| Mfgr's Promo Discount | Alpha 20 | Enterable; Modifiable |
| URL of Promo Advertisement | Alpha 20 | Enterable; Modifiable |
| Date of Record Creation | Alpha 20 | Enterable; Modifiable |

FIG. 15 JJ

| Structure: Retailer/Mfgr. E-Store Relation | | |
|--|----------|-----------------------|
| Retail E-Store ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #1 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #2 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #3 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #4 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #5 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #6 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #7 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #8 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #9 ID No. | Alpha 20 | Enterable; Modifiable |
| Manufacturer #10 ID No. | Alpha 20 | Enterable; Modifiable |
| Total # Mfgr. Relationships | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15 KK

1055078-012803

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| Structure: Mfr. Shelf/Aisle Rights | | |
|------------------------------------|----------|-----------------------|
| P-Gosk Aisle/Shelf Location | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #1 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #2 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #3 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #4 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #5 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #6 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #7 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #8 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #9 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #10 | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15 LL

| Structure: Mfr. E-Store Web-Page Rights | | |
|---|----------|-----------------------|
| E-Store Web-Page Location | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #1 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #2 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #3 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #4 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #5 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #6 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #7 | Alpha 20 | Enterable; Modifiable |
| MIN of Mfr. #8 | Alpha 20 | Enterable; Modifiable |
| Date of Record Update | Alpha 20 | Enterable; Modifiable |

FIG. 15 MM

^{Mfrs}
(Virtual Shelf Rights)
aisle

10059078 012802

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Modes of Information Service in the CPI Link Creation, Management and Transport Subsystem (501)

- Registration of Manufacturer/Creation of Manufacturer Account
- Login by Manufacturer
- Download and Register UPN/TM/PD/URL Link
- Creation/Management/and Transport (LCMT) Software
- Installation and Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection and Customizing UPN/TM/PD/URL LCMT GUI Design-
 - Manufacturer Customization Options;
 - Default CPI Categories for Linked URL,
 - Custom CPI Categories for Linked URL
- On-Line Training for UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certification of Manufacturer's Product Advertising Agents
- Certification of Manufacturer's Product Promotional Agents

FIG. 16

10056078-013802

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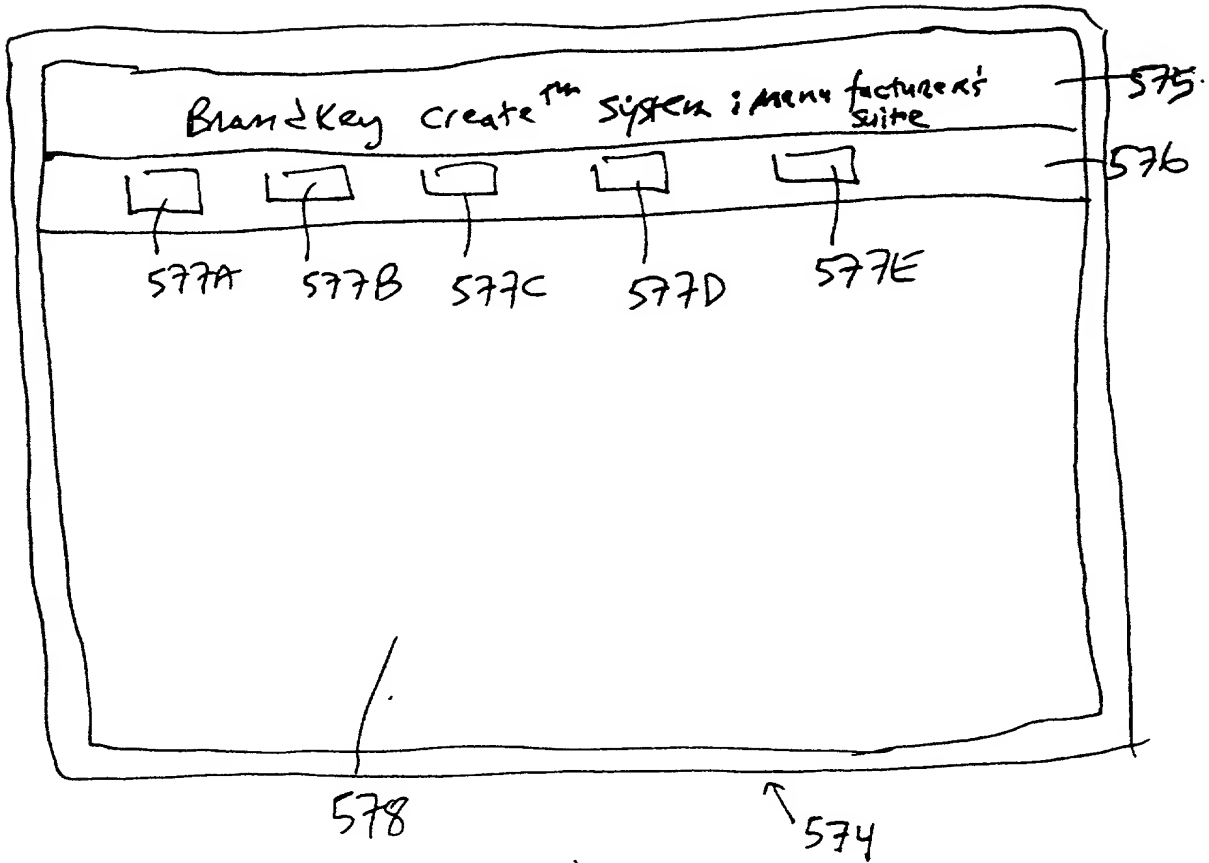
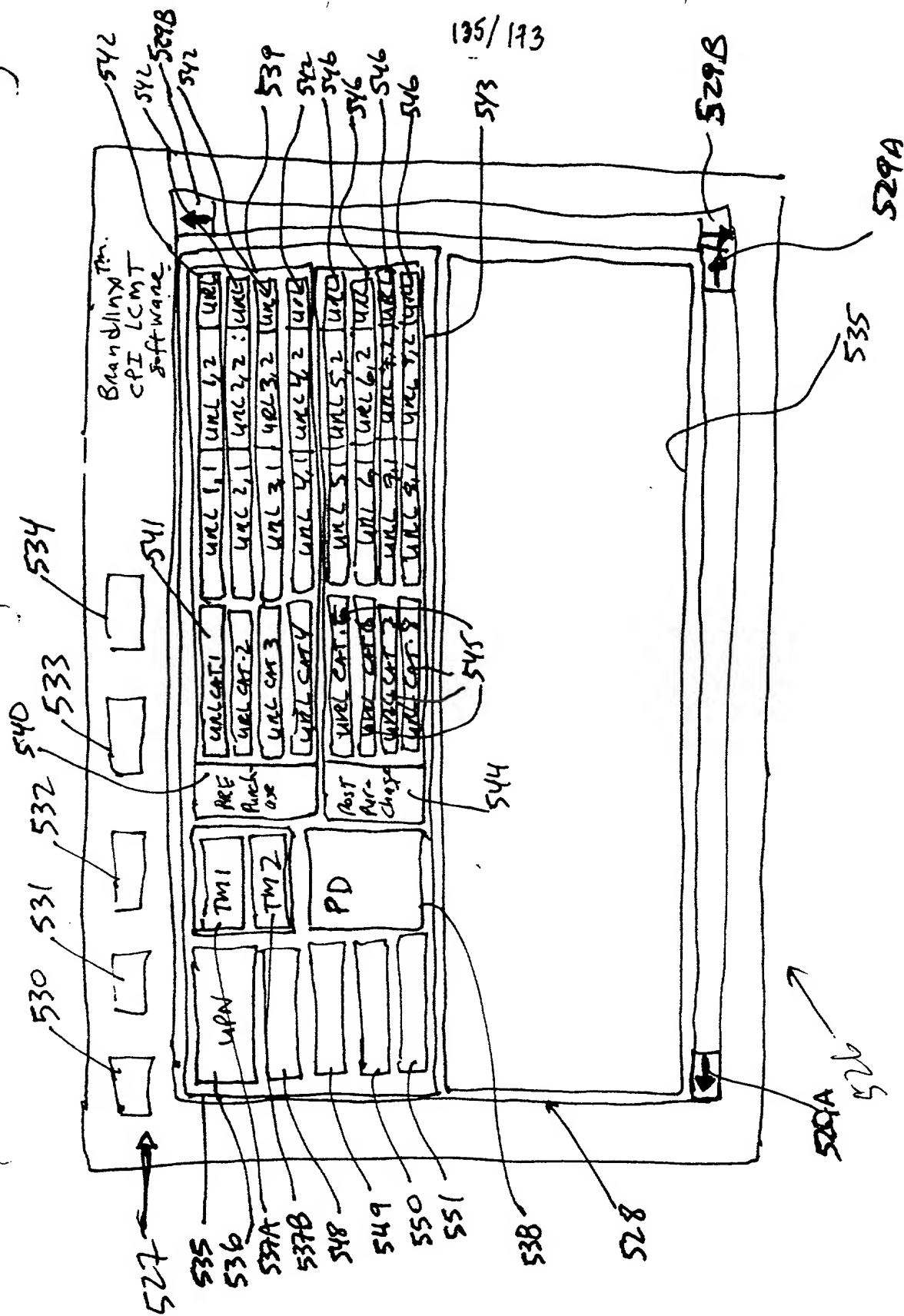


FIG. 16A

10055073-012802



DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

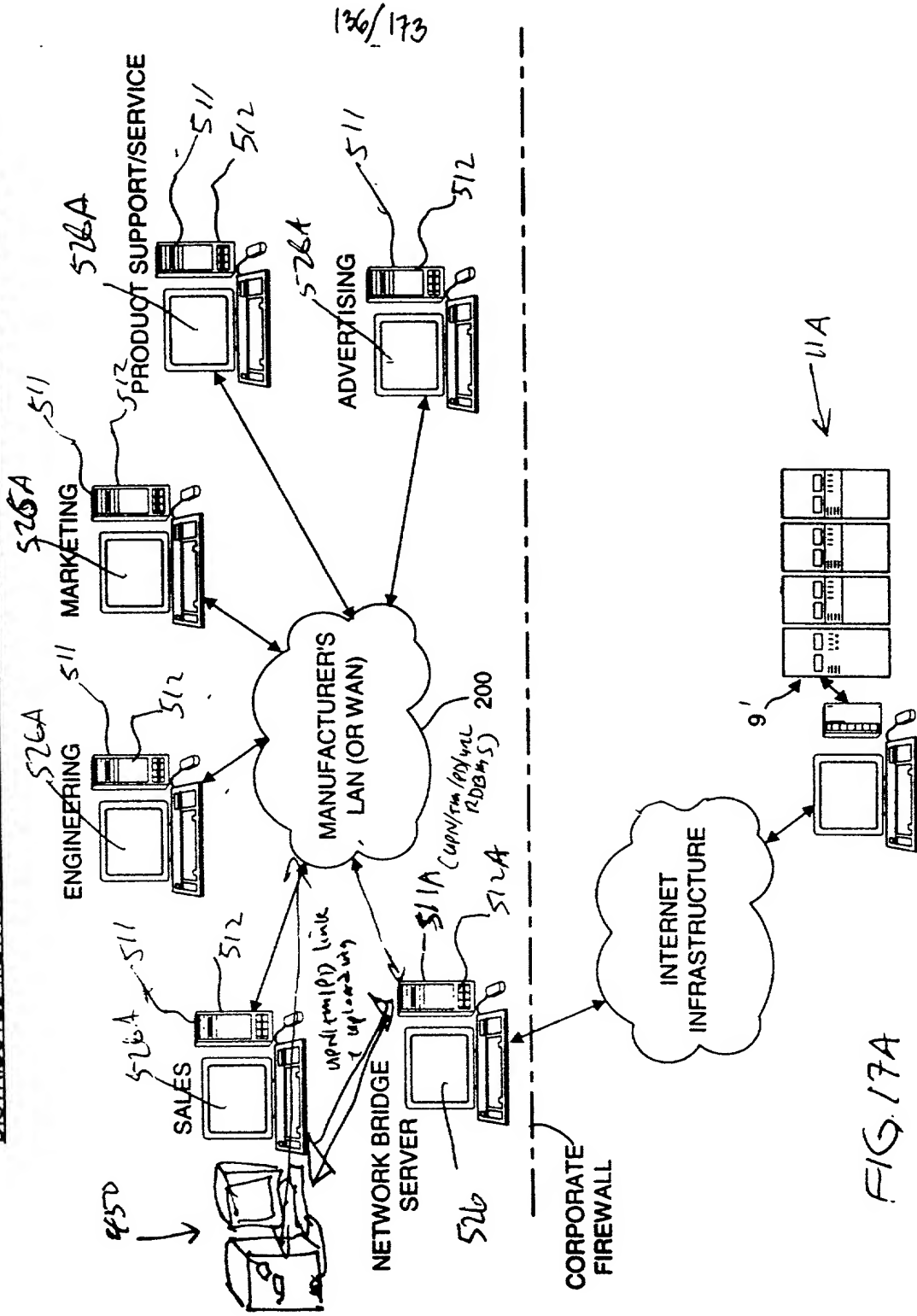
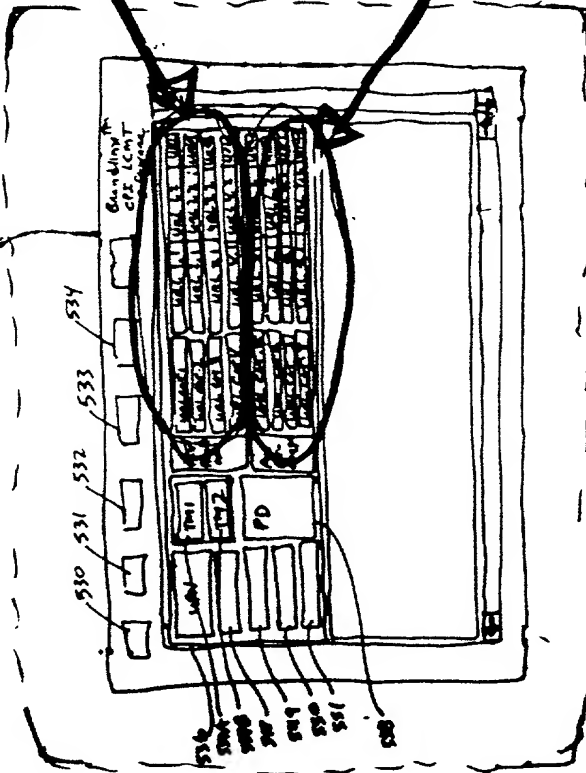


FIG. 17A

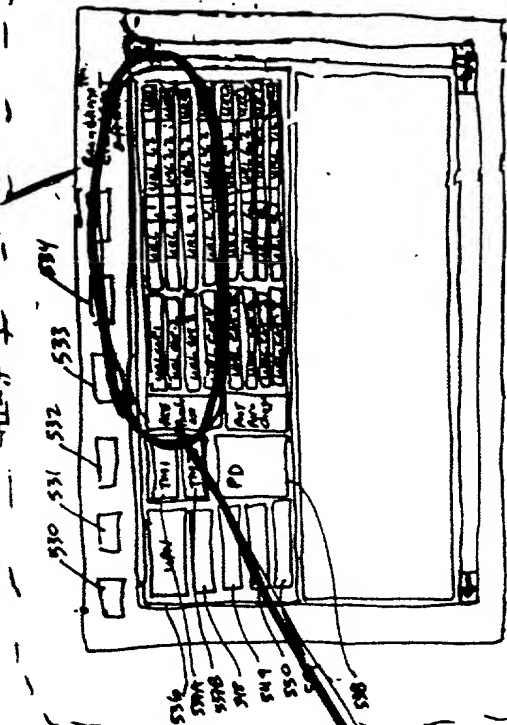
Distributed Method of

URL Category Management
within a Manufacturer Enterprise 512

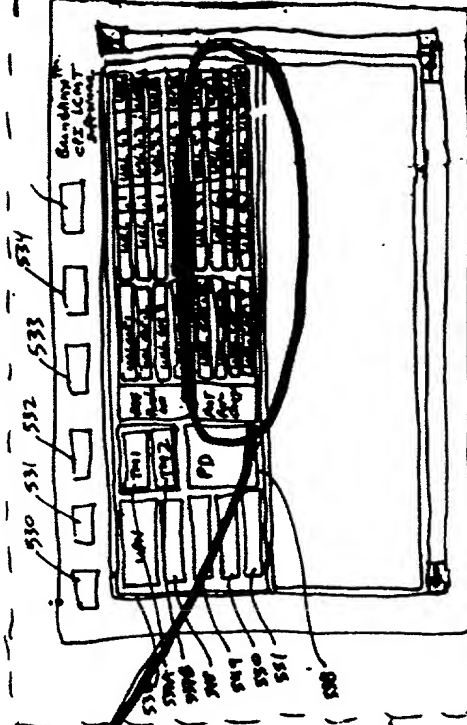
Master URL/URL
LCMT GUI



512A



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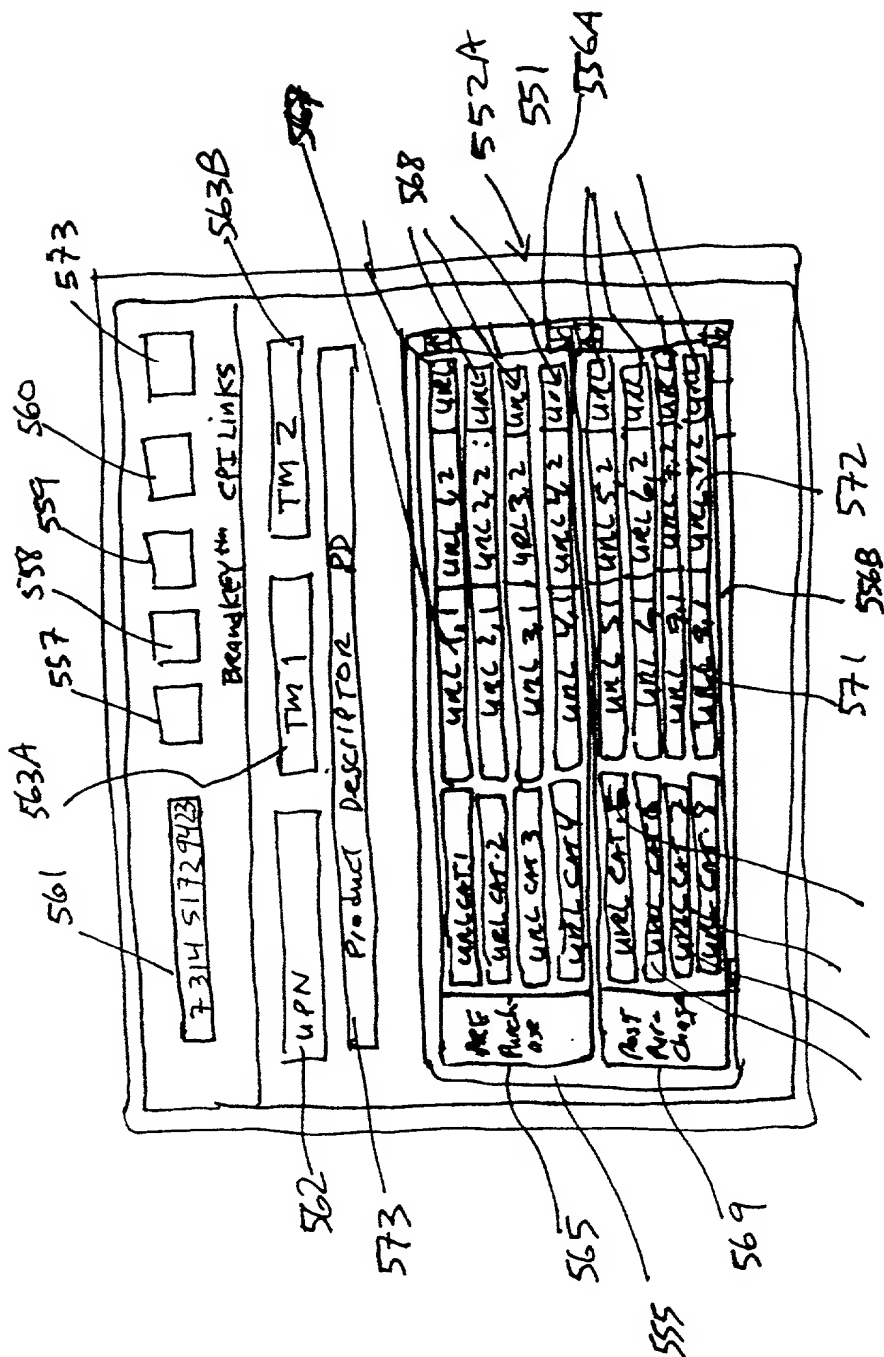


512

Department No. N: Assigned
URL Category Set No. N

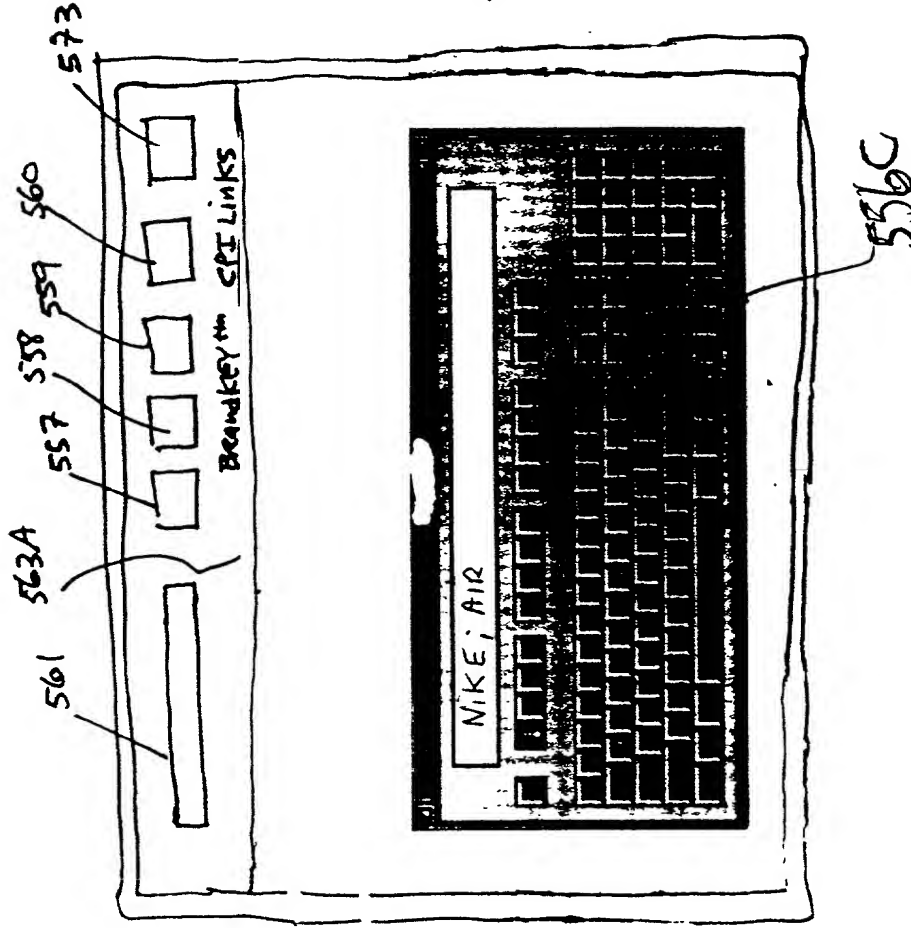
FIG. 17B

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UPN-Directed
Search Mode:
Steps ~ Mode Selection, Data Entry &
Result Display

FIG. 18A



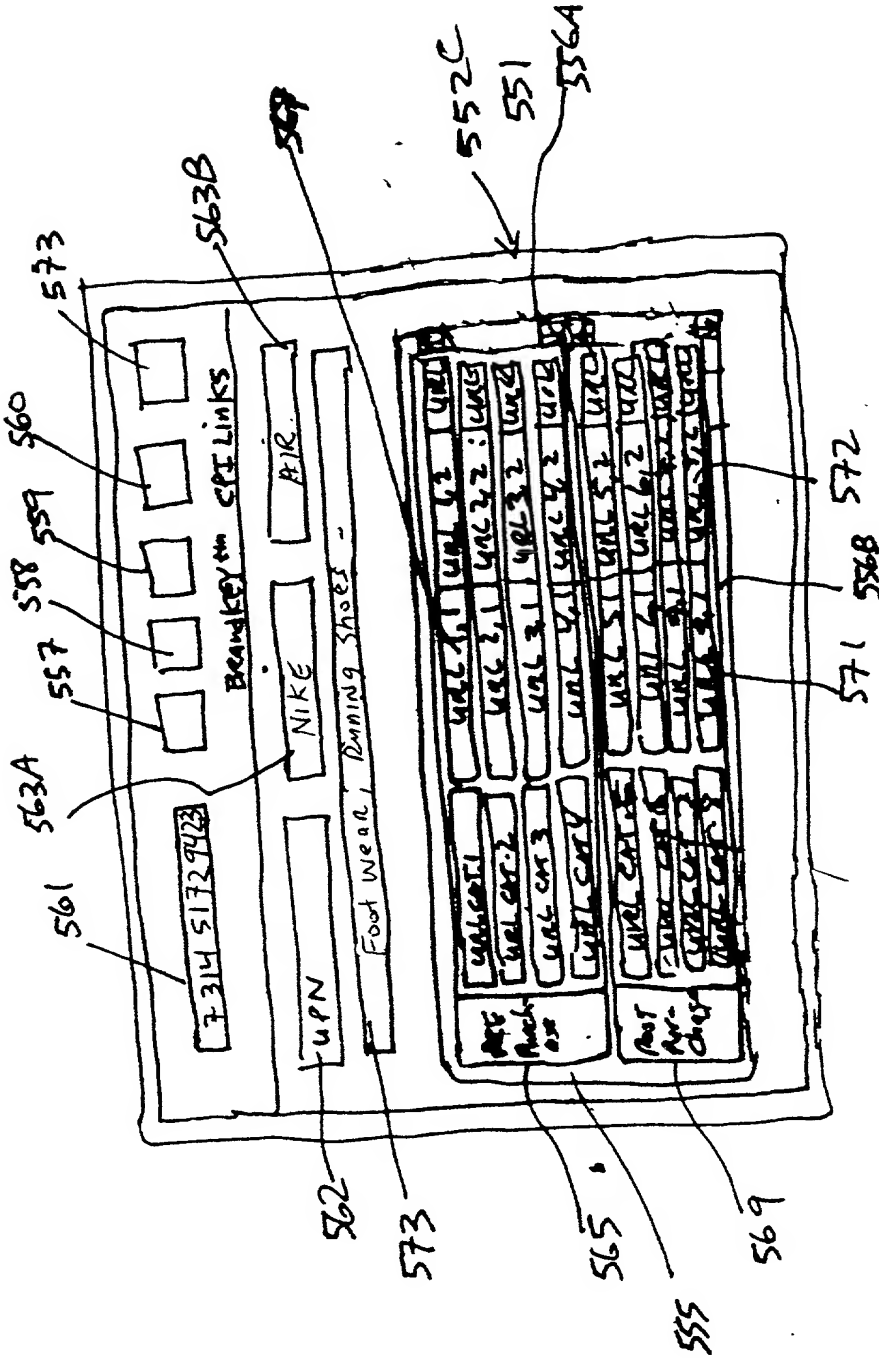
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← 552B

TM-Directed Search Mode:
Step 1 - Mode Selection
of Data Entry

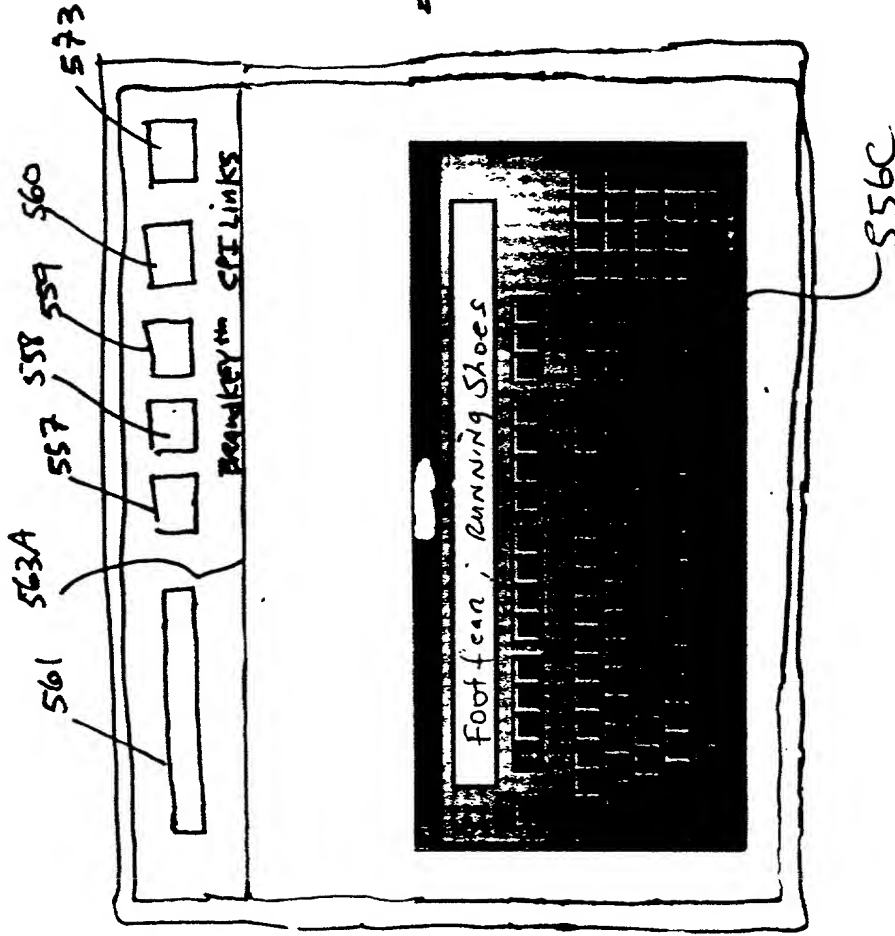
FIG. 18B1

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TM-Directed
Search Mode:
Step 2 - Record selection
& Display

FIG. 18B2

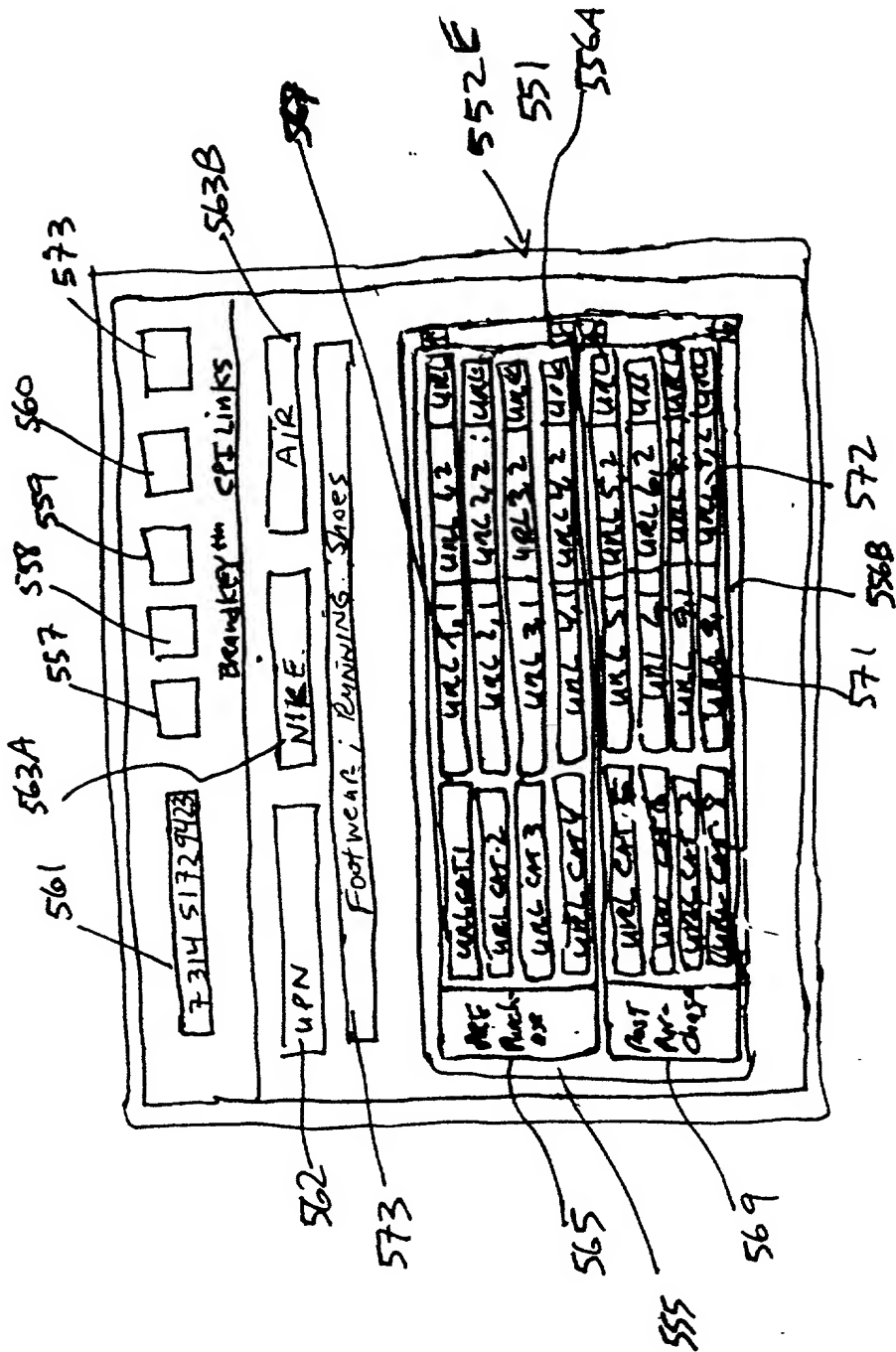


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← 552D

PD-Directed
Search Made:
Step 1 - Made selection
of Data entry

FIG. 18C1

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PD-Directed
Search mode
Step 2: Record Selection
& Display

FIG. 18C7

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**Modes of Information Service in the CPI Kiosk Configuration, Deployment,
Management and Access Subsystem (504)**

Retailers (in physical and electronic streams of commerce)

- Registration of Retailer/Creation of Retailer Account
- Log-in by Retailer
- Update and Display Kiosk Deployment Directory –
- Select/order Physical and Virtual Kiosk for Deployment:
 - Specify Location of Kiosk Installation and Deployment
 - Selection of Information Services delivered by Deployed EPI Kiosk
 - Selection and customization of CPI Design- Kiosk GUI Design
- Registration of Manufacturer's Physical Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Retailer's Advertising Agents
- Certification of Retailer's Product Promotional Agents
- Monitoring Performance of Registered Retailer Advertising Agents
- Monitoring Performance of registered Retailer Promotional Agents

Consumers

- Registration of Consumer (for Retailer-Issued Courtesy Cards)
- Display of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed in Retailer E-stores
 - Physical CPI Kiosks Deployed in Retailer P-Stores
 - Virtual CPI Kiosks Deployed on WWW
- Monitor consumer CPI E-Mail Transmissions from Subsystem

Fig. 19A

20050708 012503

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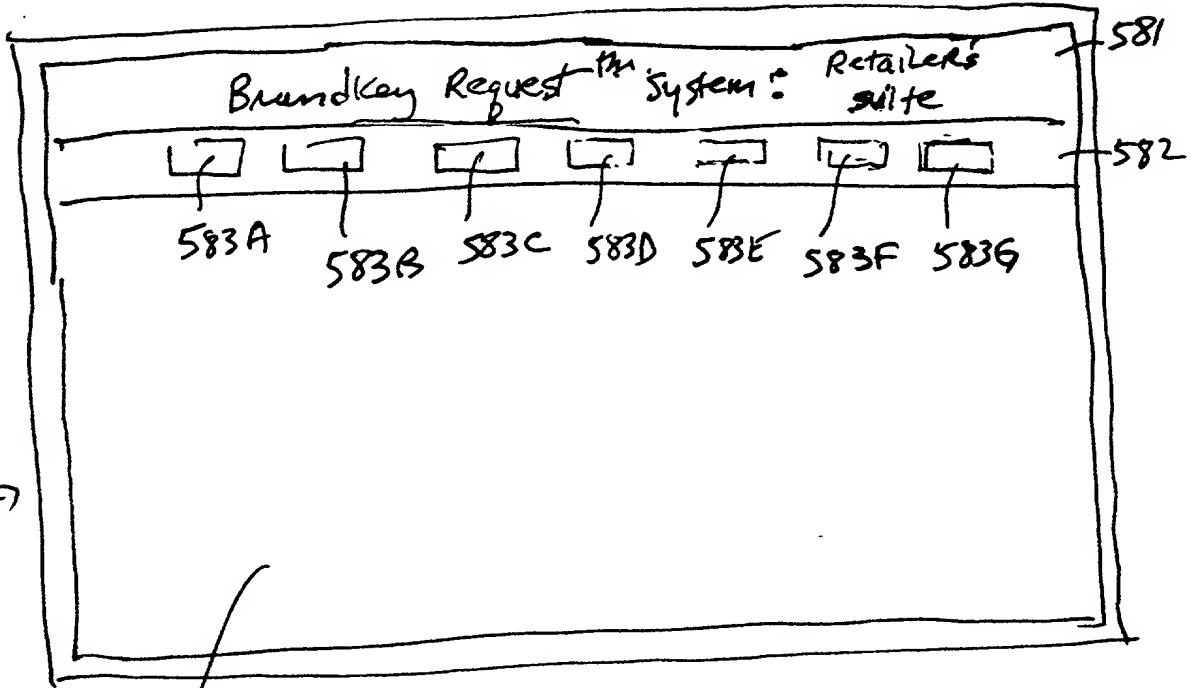
Manufacturer's (in electronic streams of commerce)

- Registration of Manufacture/Creation of Retailer Account
- Log-in by Manufacturer
 - Update and Display Manufacturer's Virtual Kiosk Deployment Directory –
- Select/order Virtual Kiosk for Deployment
 - Specify domain of Virtual kiosk Installation and Deployment
 - Selection of Information Services Delivered by Deployed Virtual CPI Kiosk
 - Selection and Customization of – Virtual CPI Kiosk GUI Design
- Registration of Manufacturer's Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Manufacturer's Advertising Agents
- Certification of Manufacturer's Product Promotional Agents
- Monitoring Performance of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance of Certified/Registered Manufacturer's Promotional Agents

FIG 19B

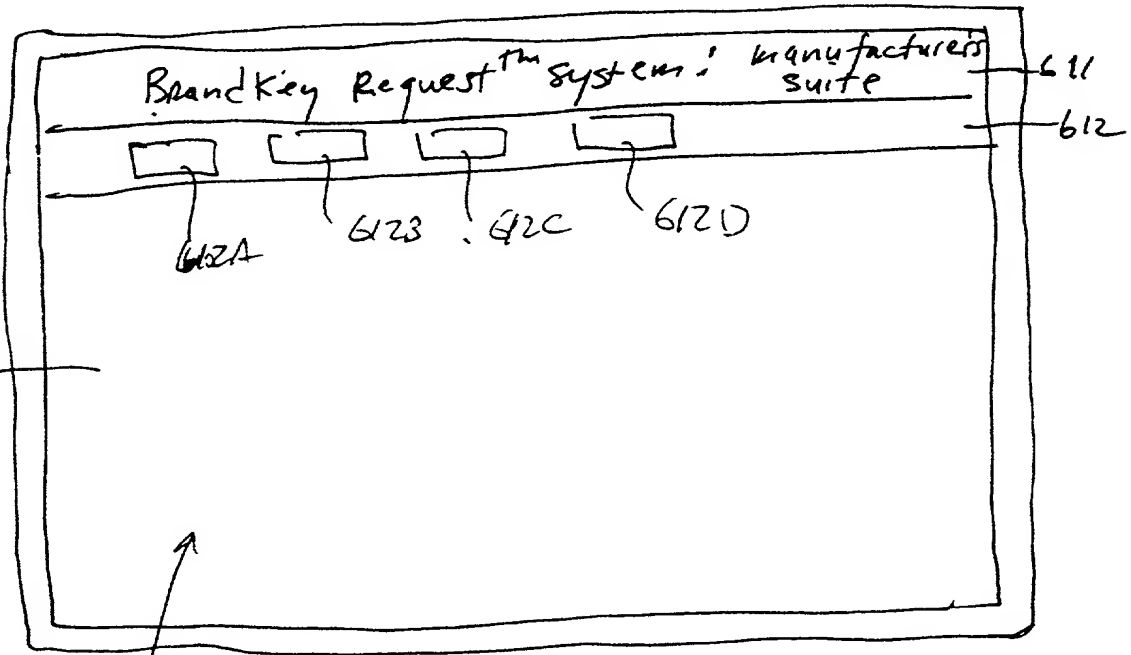
20250708.012302

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584

FIG. 20A



613

FIG. 20B

20220827050050050078.012803

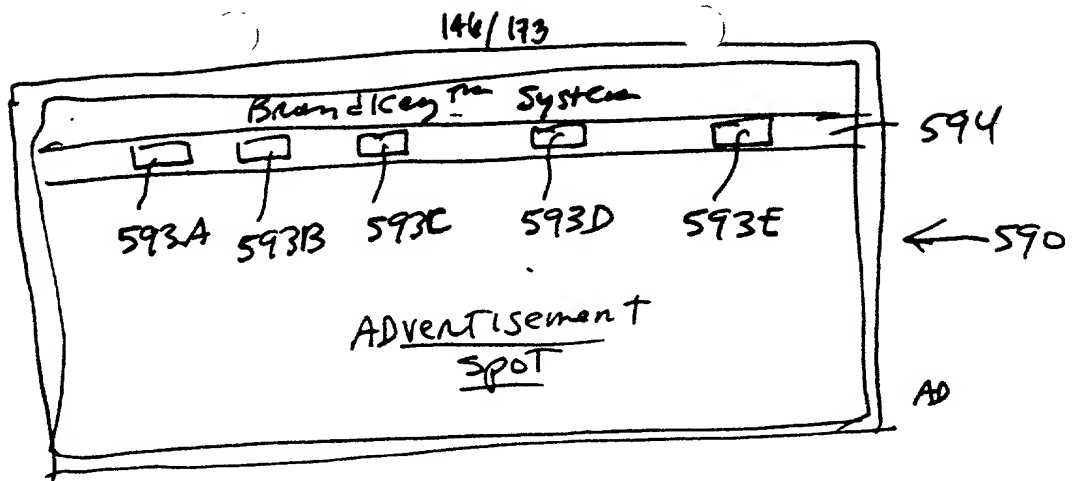


FIG. 21A

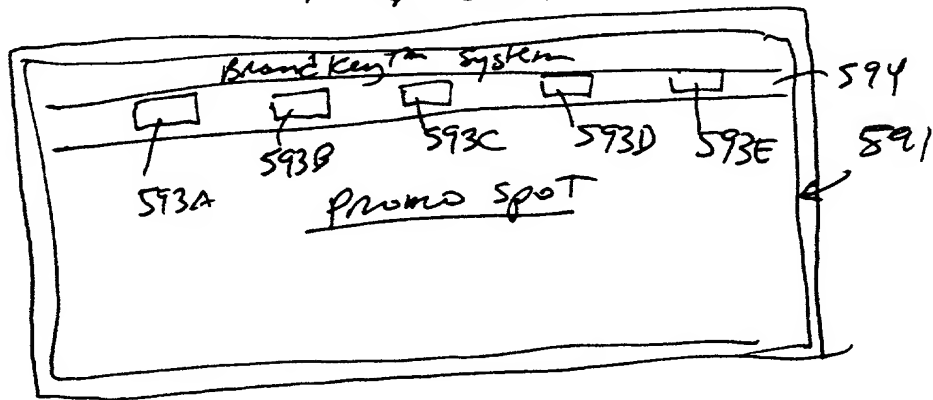


FIG. 21B

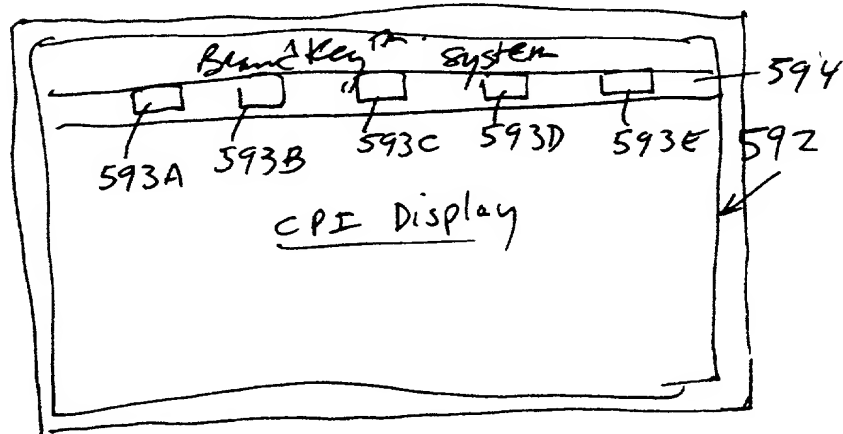


FIG. 21C

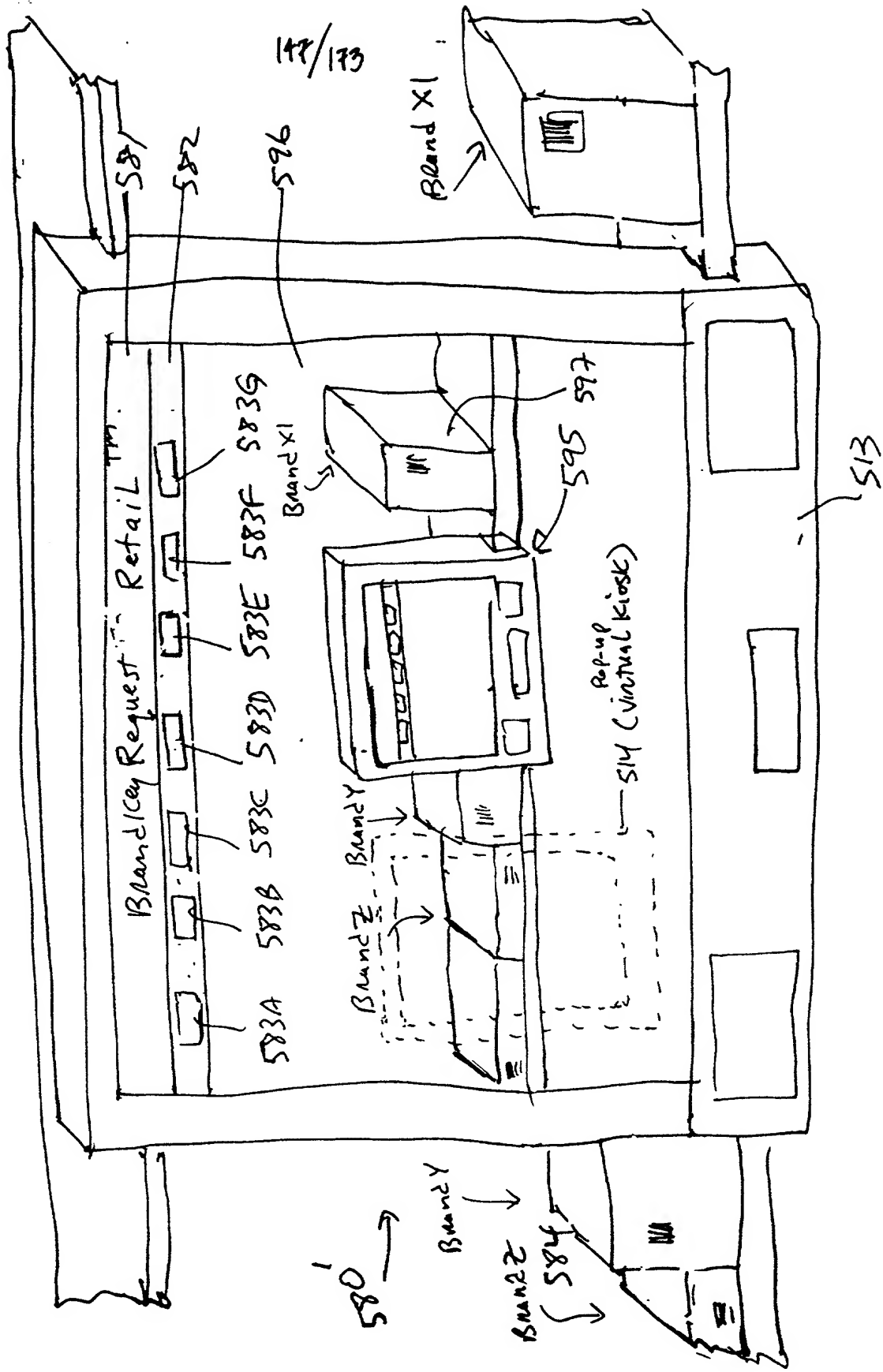


FIG. 22

"Mfgn Aisle/Shelf Reght/Miv. Registration"

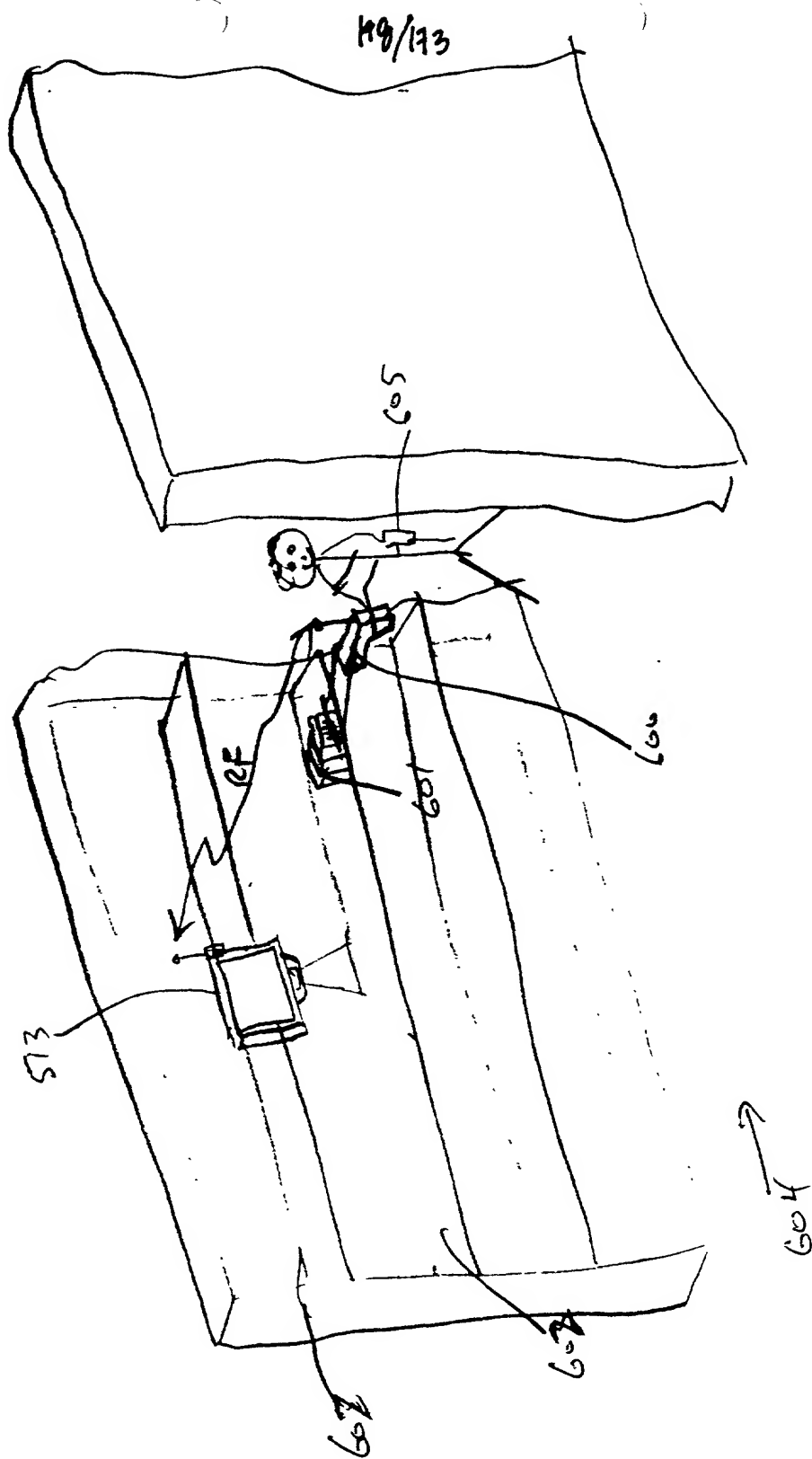


FIG. 23

1A9/193

Induce CPI Kiosk into its "Manufacturers Aisle/Shelf Rights/Privileges" Registration Mode

Read the UPC symbol on each product in the aisle/shelf in which the kiosk is installed so as to register the product and/or manufacturer thereof as having aisle/shelf rights/privs. with respect to displaying ads and/or promotions on the kiosk

FIG. 24A

Induce CPI Kiosk into its "Manufacturers Aisle/Shelf Rights/Privs." Registration Mode

Enter into the kiosk (or system) the trademark carried by each consumer product in the aisle/shelf in which the kiosk is installed so as to register the product and/or mfgn. thereof as having aisle/shelf rights/privs. with respect to displaying ads and/or promotions on the kiosk

FIG. 24B

10059078.012800

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY CONSUMERS FROM PHYSICAL RETAILER-BASED CPI KIOSKS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

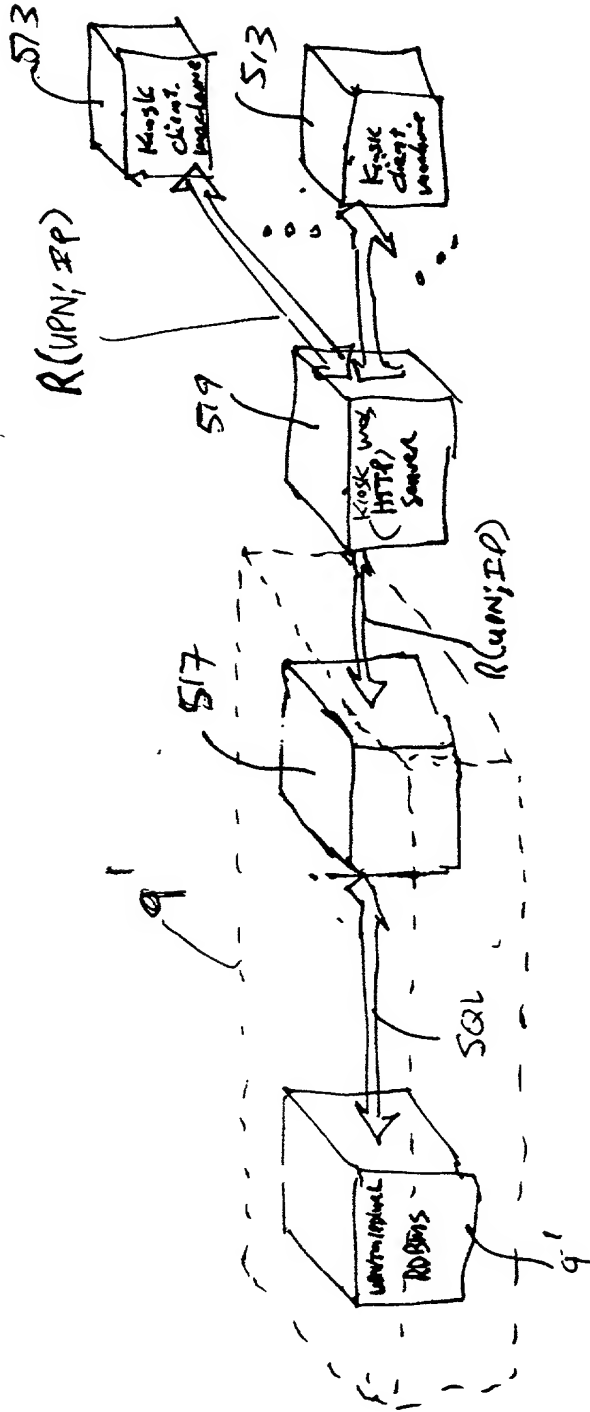


FIG. 25

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DATA Filtering on CPI Requests

MADE FROM Physical Kiosks Deployed in A Retailer's Store

Kiosk-type client subsystem in physical retail store sends a CPI request (CUPN; EP) to the UPN/TM/PD/URL RPBMS via the Kiosk web server, as shown in Fig. 25

Data Processing/Filtering Subsystem (i.e. module) parses the UPN in the CPI request to obtain the manufacturer Identification Number (MIN) associated with the UPN of the product on which CPI is being sought

Determine the physical Kiosk ID # of the Kiosk sending the CPI request, using the IP Address in the request and the information table of Fig. 15K

Determine the Retailer using the physical Kiosk ID # and the information table in Figs. 15K, 15L and 15E

Determine that manufacturer identified by the MIN found at Block B is an authorized manufacturer listed on the Retailer's Retailer/Mfga. R-Store Relationship List, illustrated in Fig. 15F.

FIG. 26A (A)

10059078.012802

(A)

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F

If manufacturer identified by the obtained MIN
is on the Retailer/mfgn. P-store Relationship
List, then transmit CPI Search Results
to the Kiosk-based client machine making the
CPI Request

G

If manufacturer identified by the obtained MIN
is not on the Retailer/mfgn. P-store
Relationship List, then do not transmit
CPI Search Results to the Kiosk-based
client machine making the CPI Request

FIG. 26B

10059078.012302

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY CONSUMERS FROM VIRTUAL-TYPE RETAILER-BASED (CPI KIOSKS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

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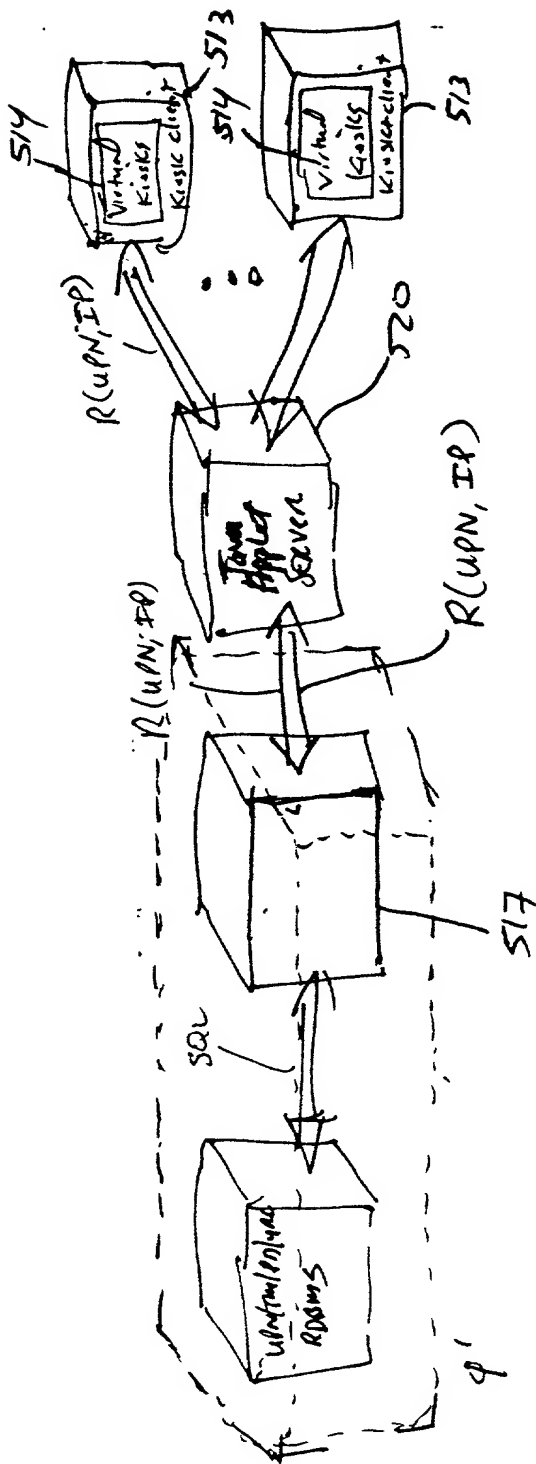


FIG. 27

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Data Filtering on CPI
Requests Made From Virtual (Applet-enabled) Kiosks
Deployed at an E-tailer's WWW site or E-store

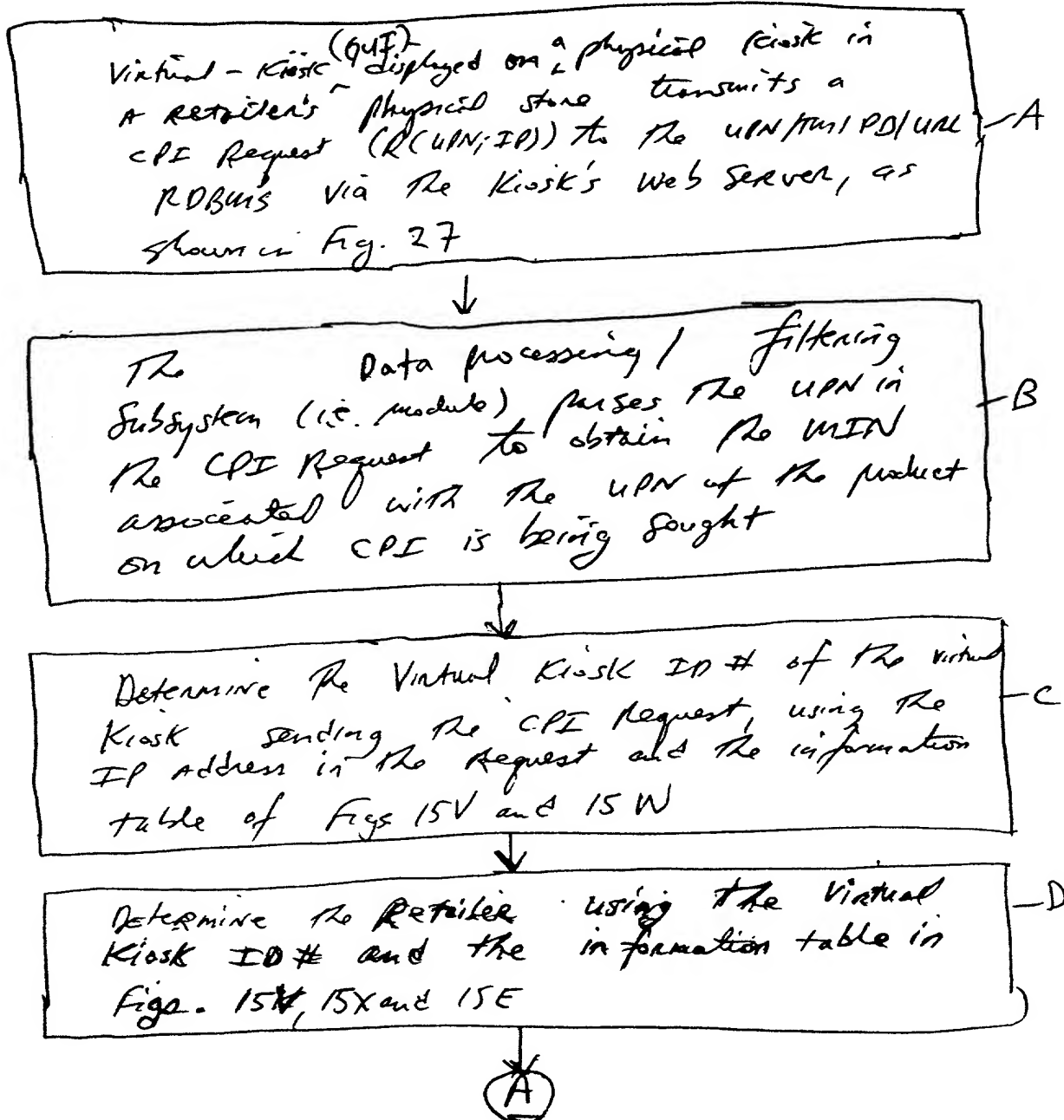


FIG 28A

10059078.012802

(A)

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Determine that manufacturer identified by the MIN found at Block B is an authorized manufacturer listed on the Retailer's Retailer/Mfgn. P-store Relationship List illustrated in Fig. 15F

If the manufacturer identified by the obtained MIN is on the Retailer/Mfgn. P-store Relationship List, then transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

If the manufacturer identified by the obtained MIN is not on the Retailer/Mfgn. P-store Relationship List, then do not transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

FIG. 28B

2025078.012802

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**Modes of Information Service in the Consumer Product Advertisement
Marketing, Programming, Management and Delivery Subsystem (502)**

Advertisers

- Registration of Advertiser/Creation of Advertiser Account
- Log-in by Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on a Particular Brand or Brands of Consumer Product
- Register Kiosk Advertising Campaign to be Displayed on a retailer-Authorized Subnetwork of CPI Kiosks
- Build Kiosk Advertising Campaign by Placing Ad Spot Orders to Be Run on a Particular Subnetwork of CPI Kiosks
- Run and Display Kiosk Advertising Campaign on Retailer-Authorized Subnetwork of CPI Kiosks
- Modify Kiosk Advertising Campaign
- Monitor Performance of Kiosk Advertising Campaign

FIG. 29

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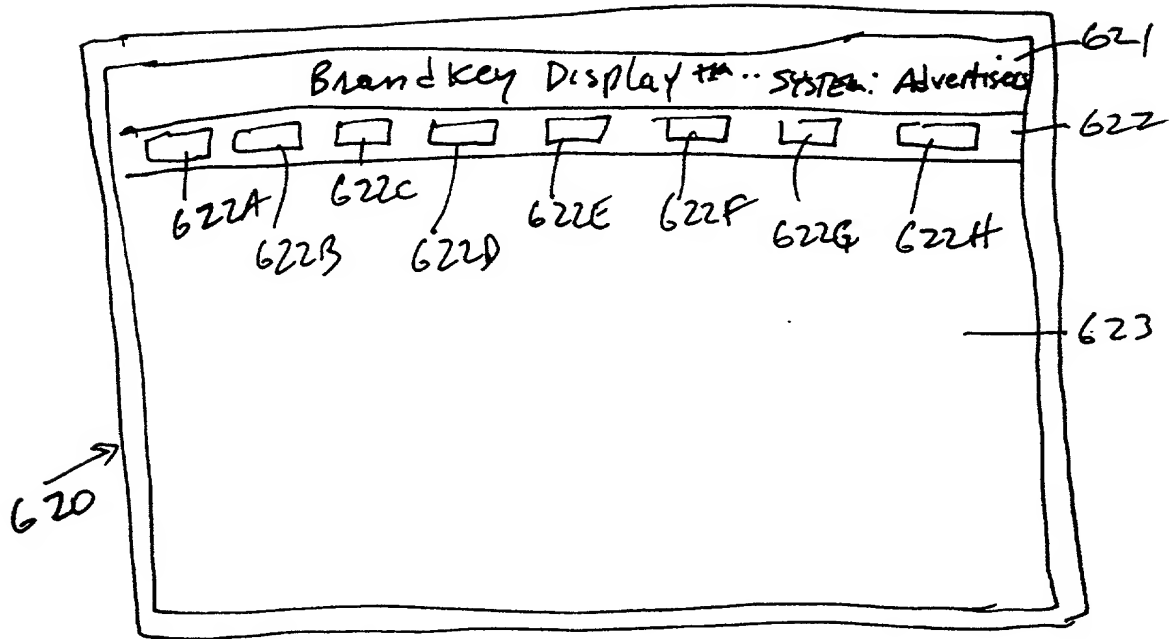
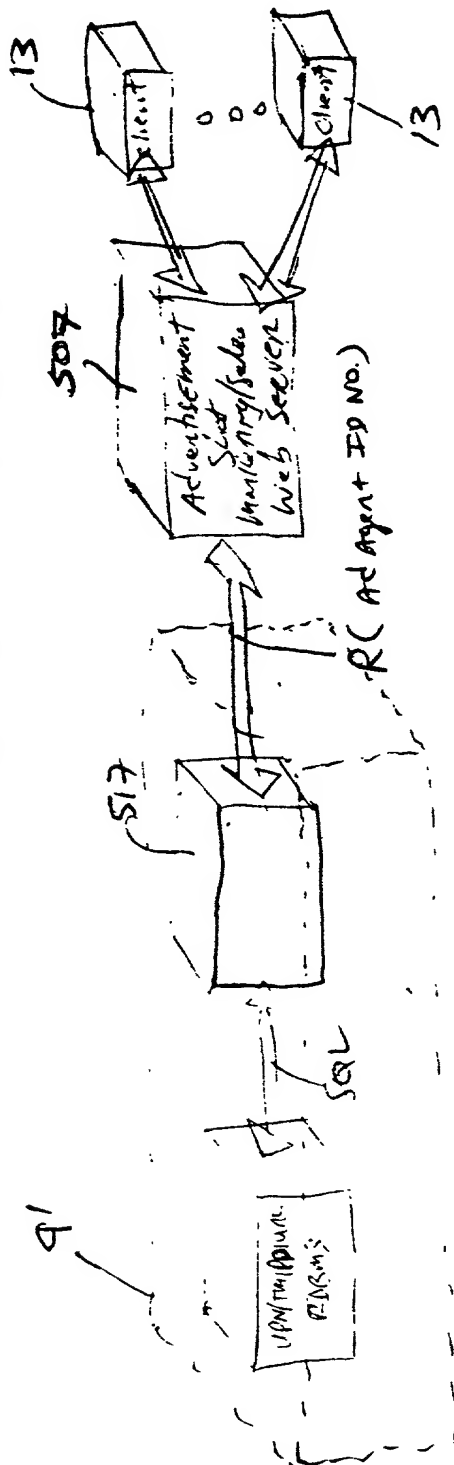


FIG. 30

2025078.012803

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DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A KIOSK ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI KIOSKS ON WHICH PARTICULAR ADVERTISERS AND ADVERTISING AGENTS ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT ADVERTISEMENTS, IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION



AG. 31

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**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK
ADVERTISING DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND
VIRTUAL) KIOSKS ON WHICH THE REGISTERED ADVERTISER IS
AUTHORIZED BY RETAILERS TO PLACE AD SPOT ORDERS FOR
EXECUTION AND DISPLAY**

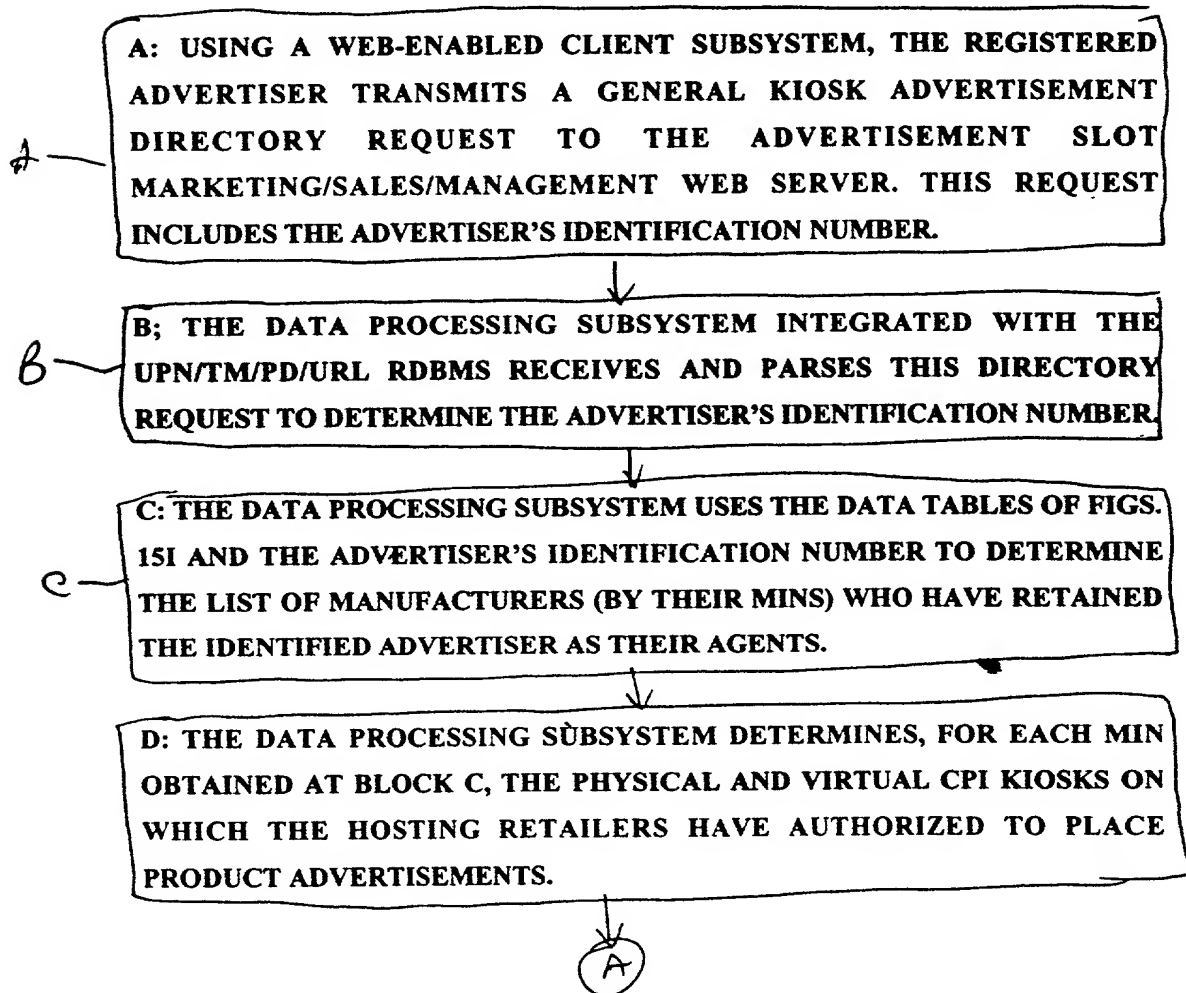


FIG. 32A

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A

E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE ADVERTISER MAY ORDER ADVERTISEMENTS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.

FIG. 32B

2025078-012803

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF
 ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED
 NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI
 KIOSKS ON WHICH A PARTICULAR ADVERTISER OR ADVERTISING AGENT IS
 AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT
 ADVERTISEMENTS REGARDING A PARTICULAR BRAND OF UPN-INDEXED
 CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE
 PRESENT INVENTION

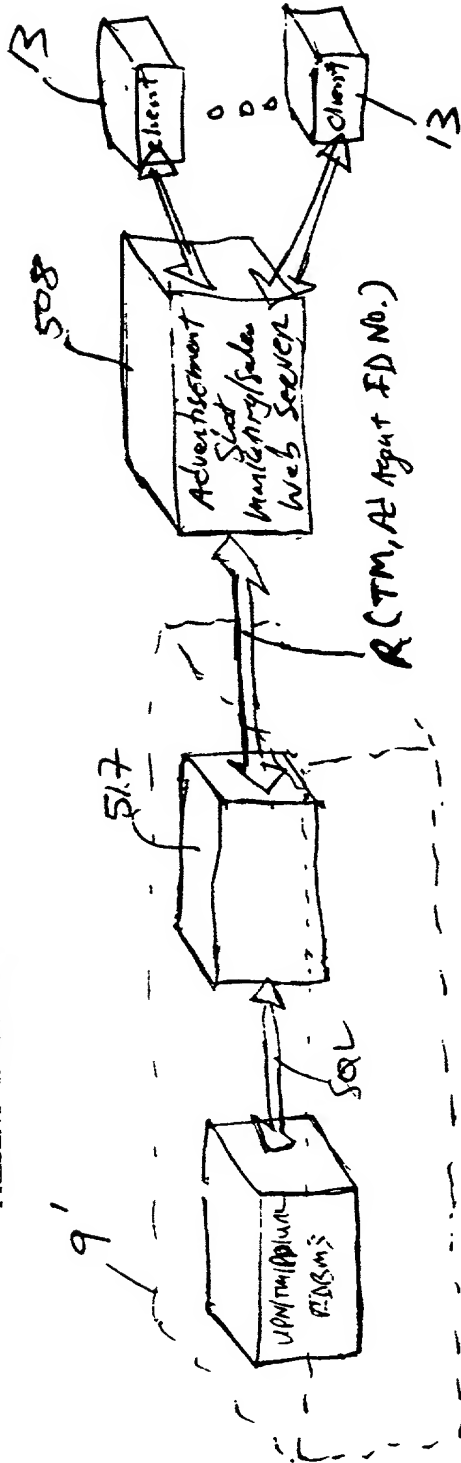


FIG. 33

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**DATA PROCESSING METHOD FOR GENERATING FOR
GENERATING A BRAND KIOSK ADVERTISING DIRECTORY WHICH
INCLUDES ONLY (PHYSICAL AND VIRTUAL) KIOSKS ON WHICH
THE REGISTERED ADVERTISER IS AUTHORIZED BY RETAILERS
TO PLACE AD SPOT ORDERS FOR EXECUTION AND DISPLAY.**

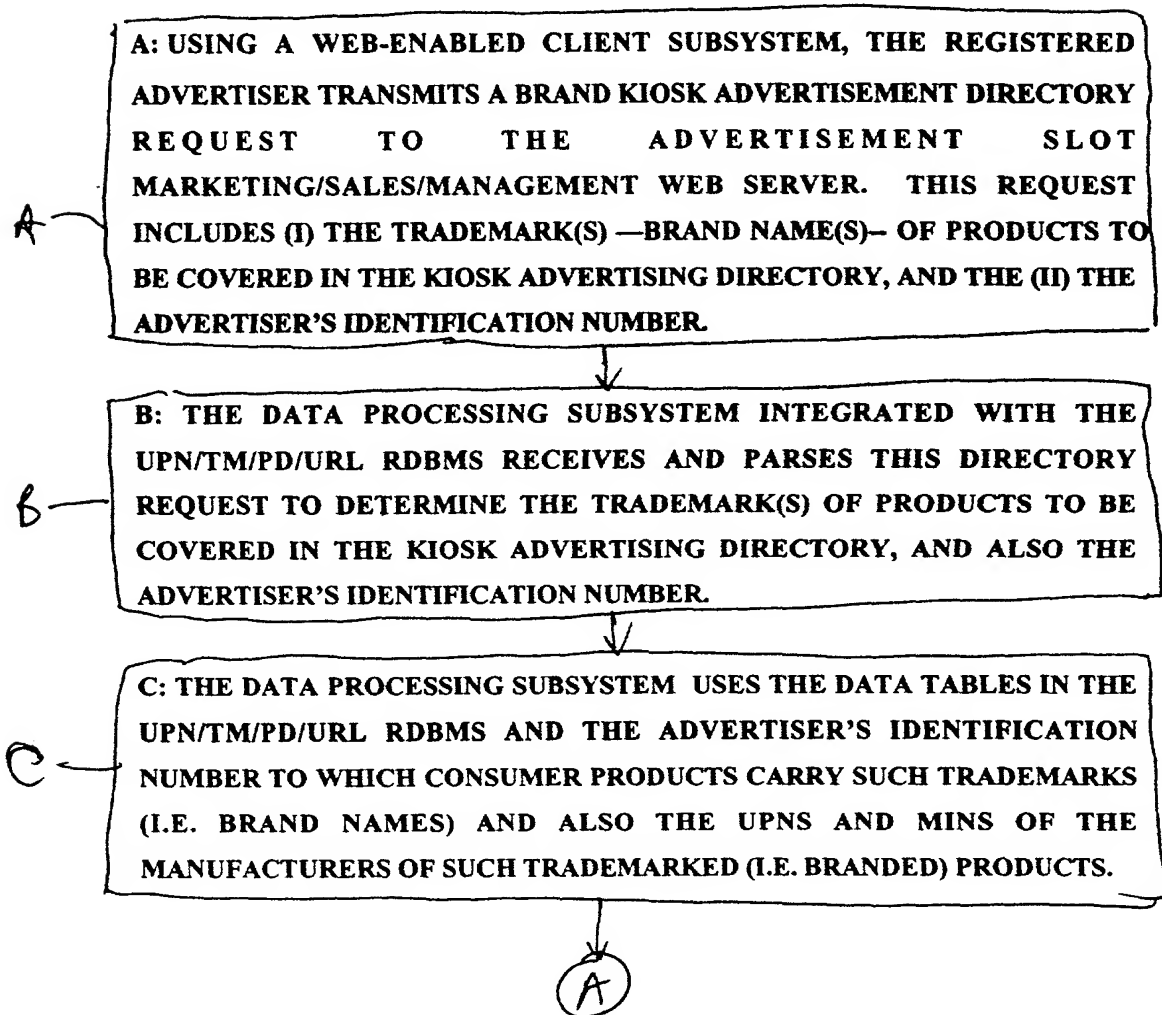


FIG. 34A

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A



D

D: THE DATA PROCESSING SUBSYSTEM USES THE MINS DETERMINED AT BLOCK C TO DETERMINE THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IN WHICH MANUFACTURERS IDENTIFIED BY SAID MINS HAVING AISLE/SHELF RIGHTS/PRIVILEGES TO DISPLAY PRODUCT ADVERTISEMENTS.



E

E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.

FIG. 34B

10059078.012800

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Modes of Information Service in the Consumer Product Promotion Marketing,
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration of Promoter/Creation of Promotion Account
- Log-in by Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks on Which the Promoter is Authorized to Display Promotion on consumer Products
- Display Kiosks on Which the Promoter is Authorized to Display promotions on a Particular Brand or Brands of Consumer Products
- Register Kiosk Promotion Campaign to be Displayed on a Retailer-Authorized Subnetwork of CPI Kiosks
- Run and Display-Kiosk Promotion Campaign on Retailer-Authorized Subnetwork of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

10059078-012802

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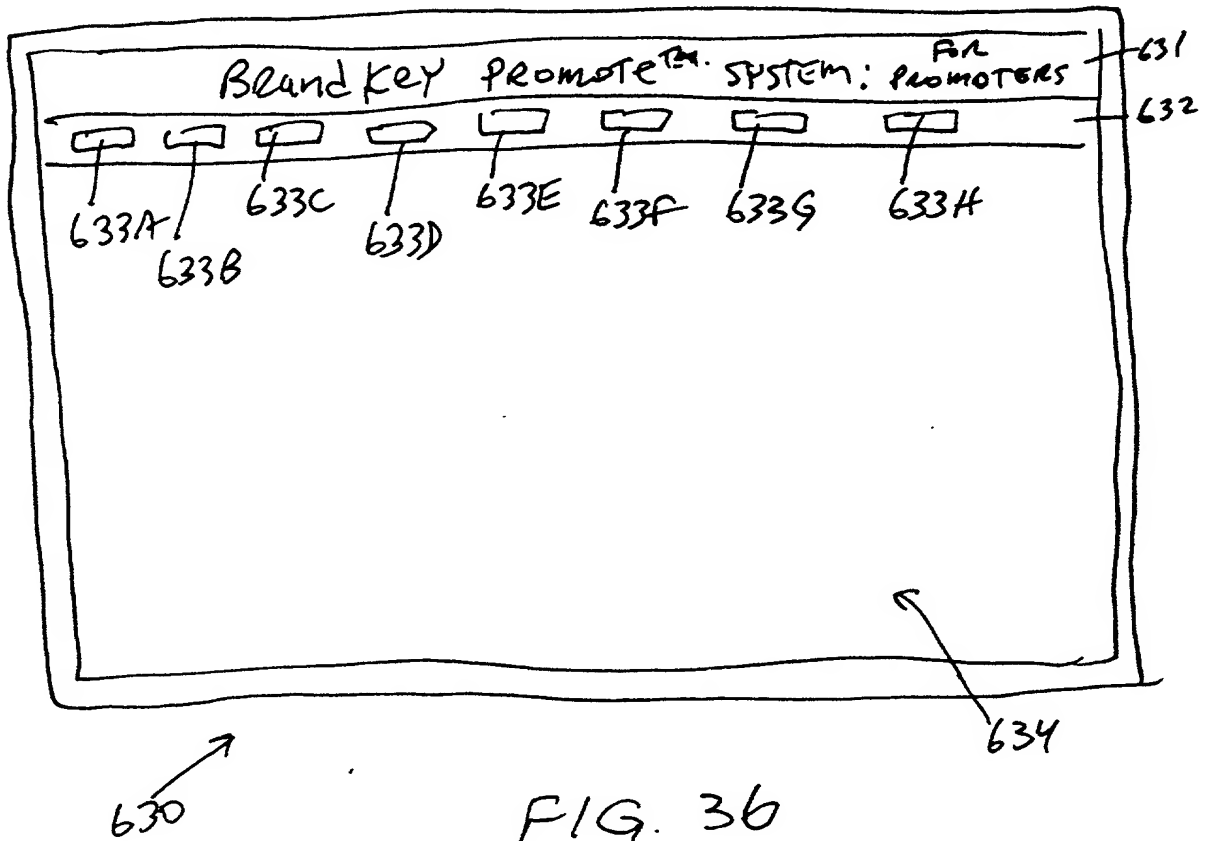


FIG. 36

20220820 820500T

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A PROMOTION DIRECTORY IDENTIFYING A DEPLOYED KIOSK NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CPM KIOSKS ON WHICH PARTICULAR PROMOTERS AND PROMOTIONAL AGENTS ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT PROMOTIONS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

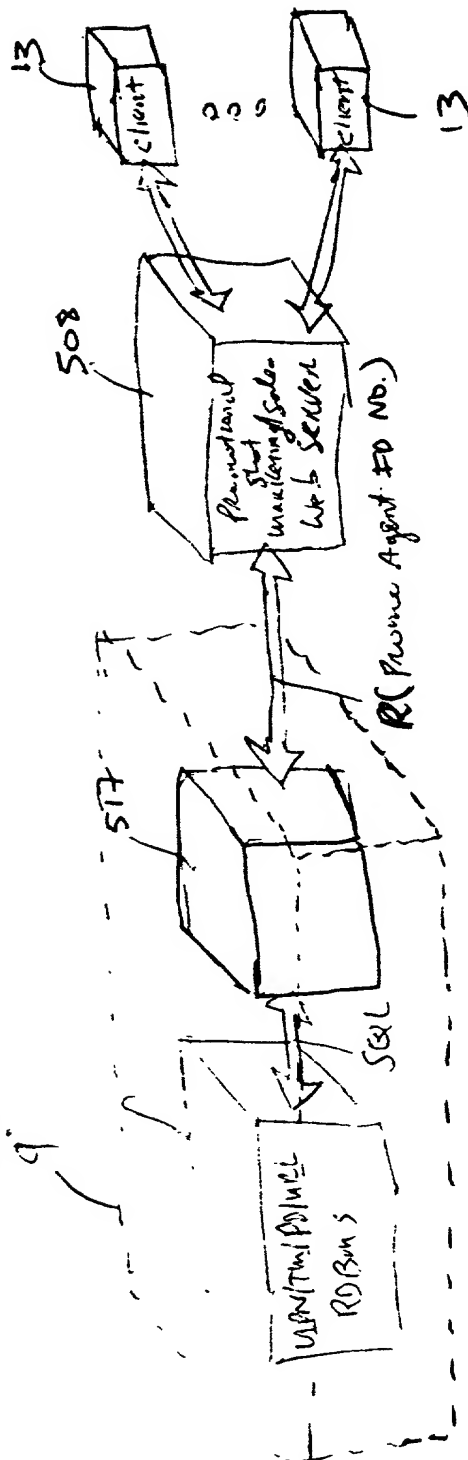


FIG. 37

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**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS
AUTHORIZED BY RETAILERS TO PLACE PROMO SPOT ORDERS FOR
EXECUTION AND DISPLAY**

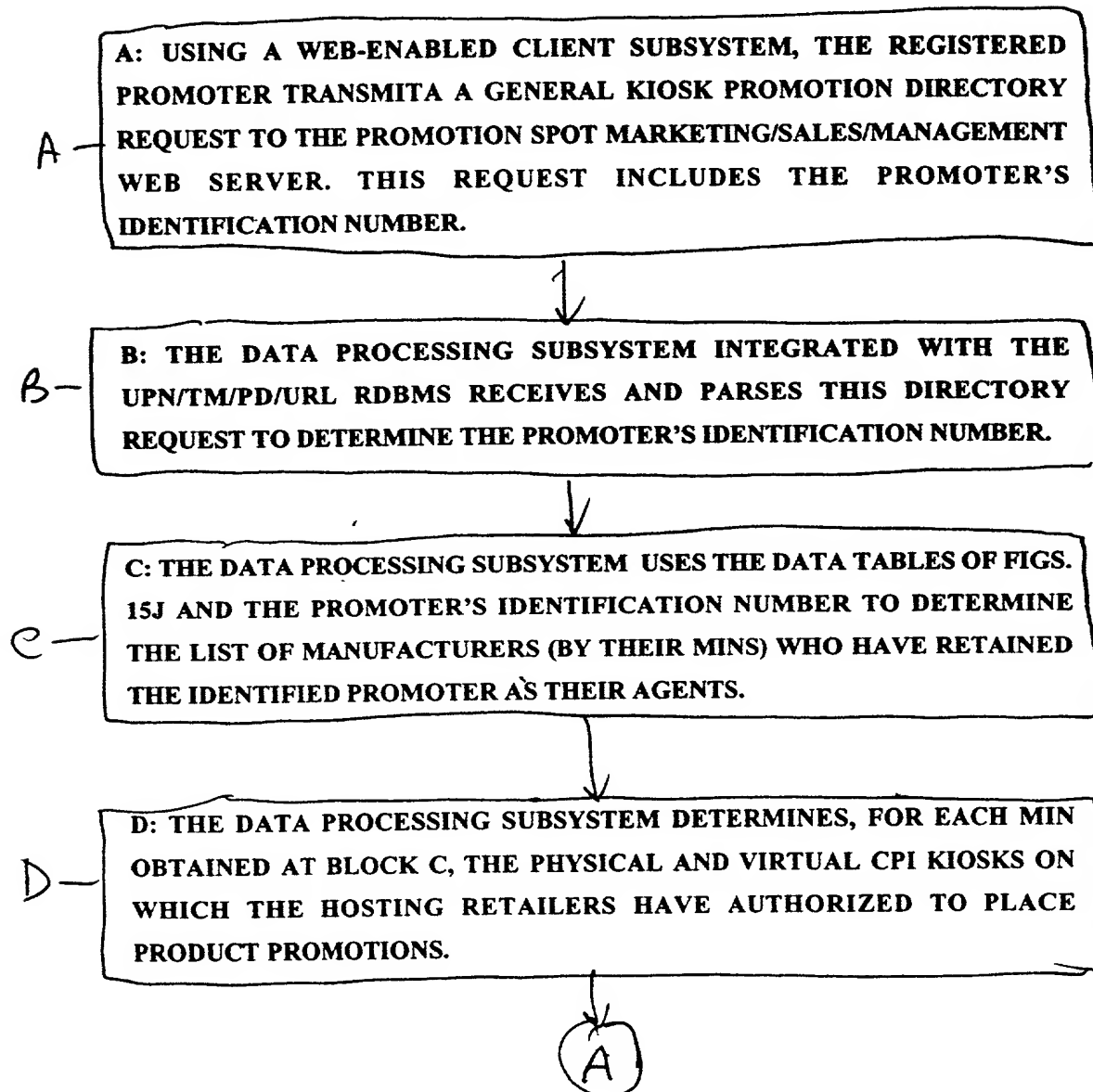


FIG. 38A

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A



E— **E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS 9' TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE PROMOTER MAY PLACE PROMOTIONS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.**

FIG. 38B

202210.8/055001

FIG. 39

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A KIOSK PROMOTION DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED KIOSKS ON WHICH A PARTICULAR PROMOTER OR PROMOTIONAL AGENT IS AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT PROMOTIONS REGARDING A PARTICULAR BRAND OF UPN-INDEXED CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

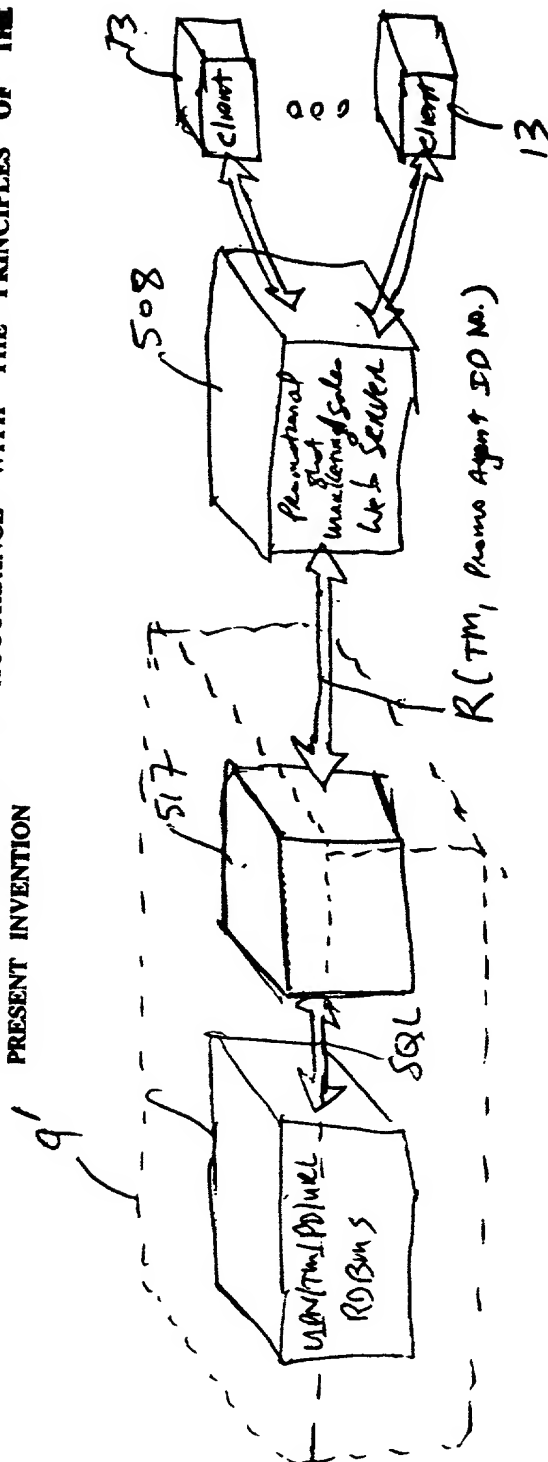


FIG. 39

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**DATA PROCESSING METHOD FOR GENERATING A BRAND KIOSK
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS
AUTHORIZED BY RETAILERS TO PLACE PROMOTION SPOT ORDERS FOR
EXECUTION AND DISPLAY**

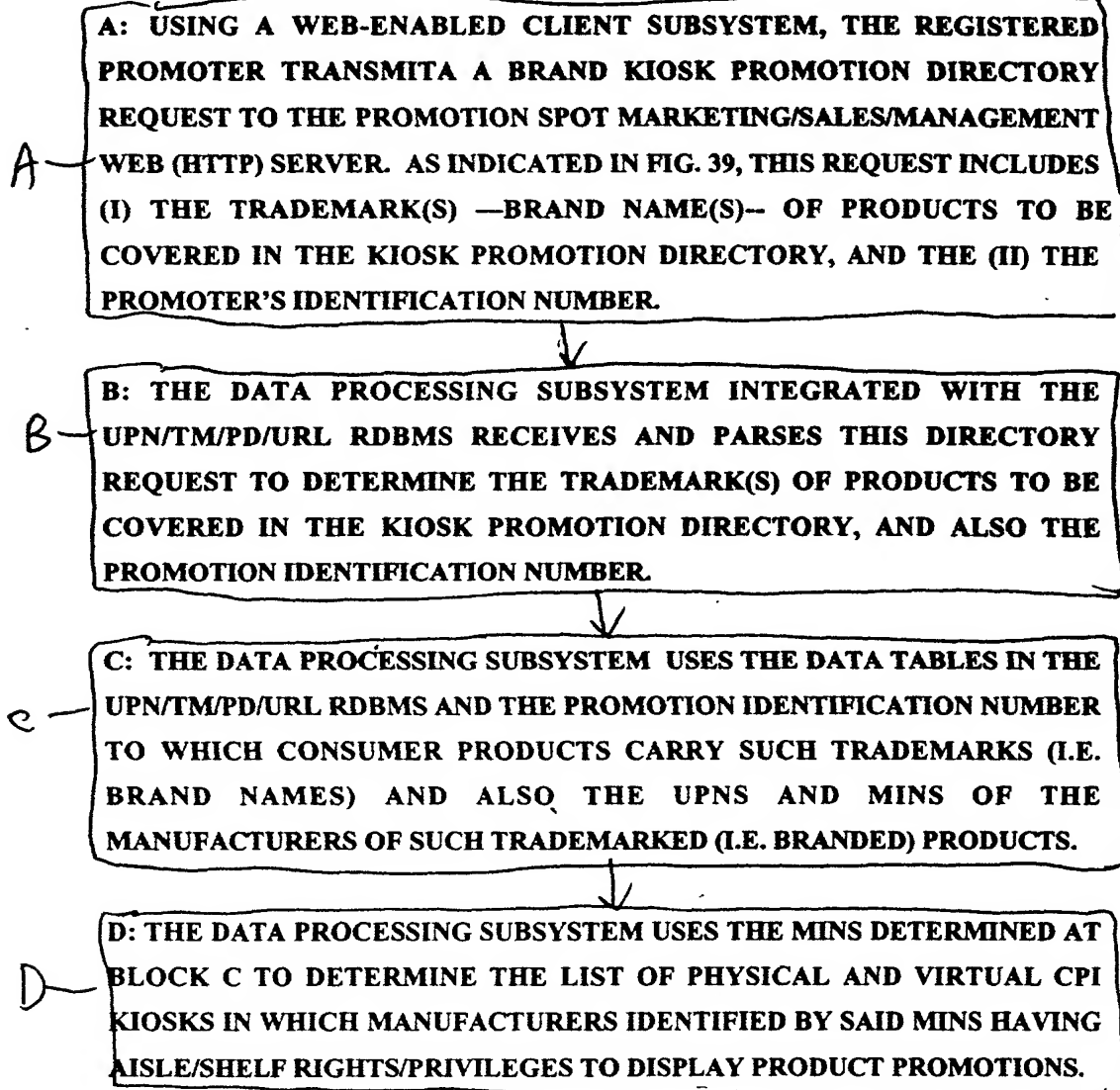


FIG. 40A

10059078.012802

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(A)

E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING PROMOTER.

FIG. 40B

physical multi-mode (CPI) kiosk

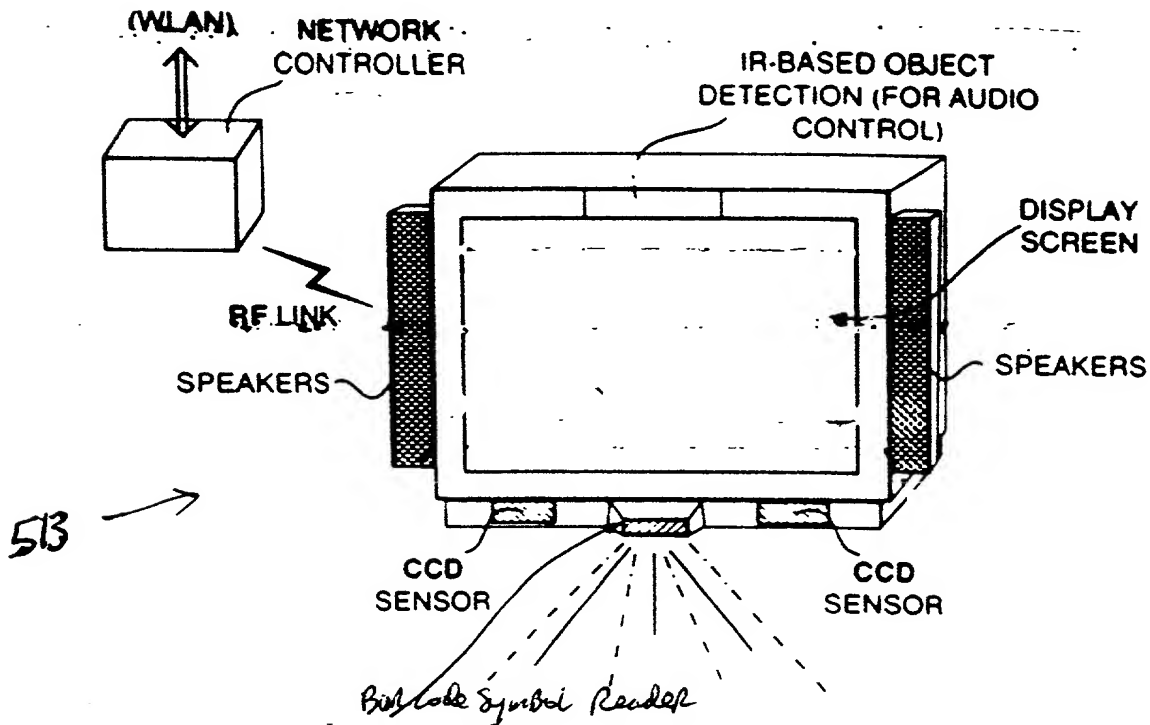


FIG. 41

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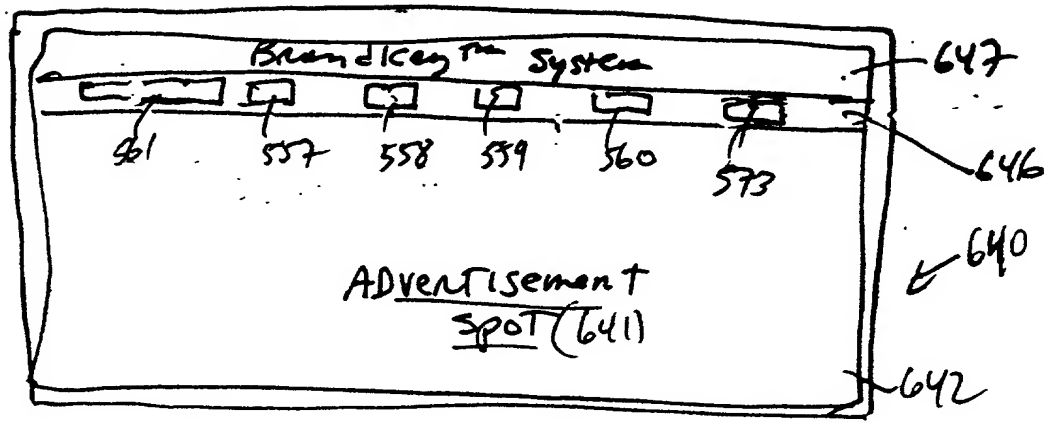


FIG. 42A

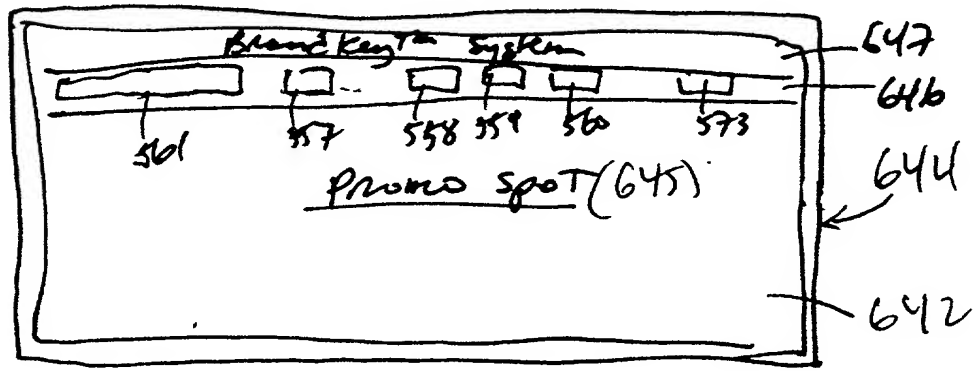


FIG. 42B

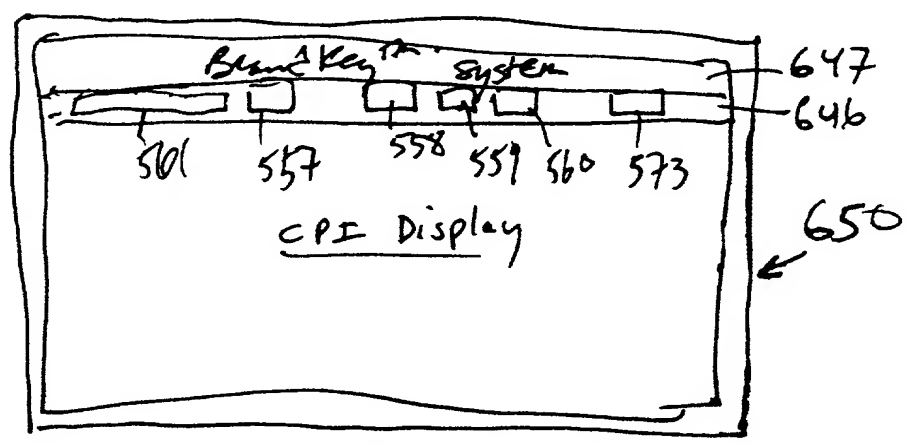


FIG. 42C

10059078-012802

(505 502, 503, 504)

BrandKey Create™, BrandKey Display™, BrandKey Promote™ and BrandKey Request™

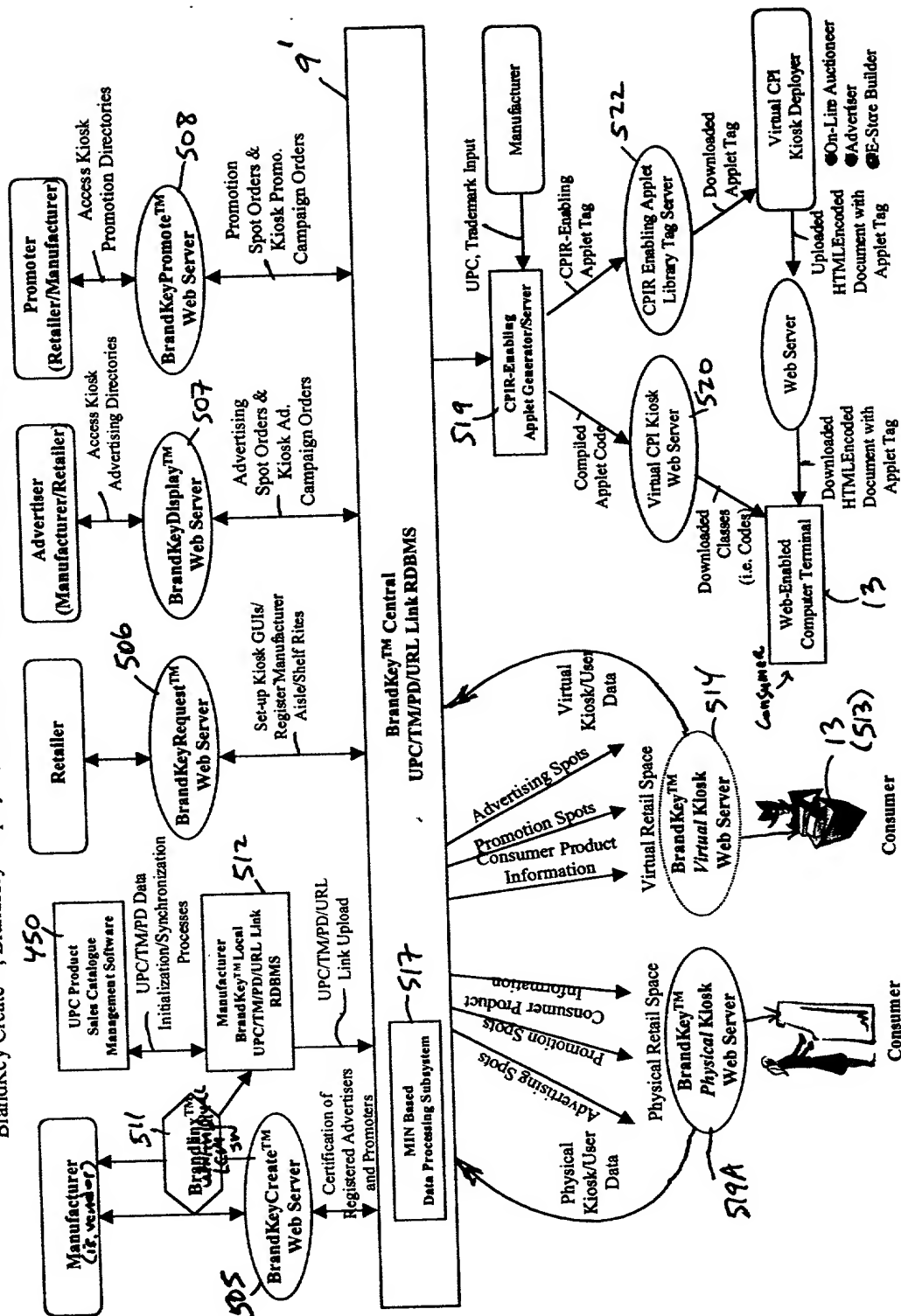


FIG. 43